5/15/40

BROADCASTING

Broadcast Advertising

Vol. 18 • No. 10

MAY 15, 1940
WASHINGTON, D. C.

Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

MAY 15 1940

SCHOOL OF BUSINESS ADMINISTRATION Miami University R

Taking a Dose

OF OUR OWN MEDICINE!

IT HAS always been our contention that the best idea in the World—the biggest success—cannot reach the heights it deserves unless the associated facts are told in a big way.

Uncorking the bottle of our own medicine, often prescribed for many a successful WWVA advertiser, we take a goodly dose in this front cover Broadcasting space to briefly tell a big success story in a big way.

For seven years we have been building a success story with our WWVA Jamboree, which has few, if any, parallels in the broadcasting business. Nearing the one million mark in attendance, this WWVA personal appearance feature draws listeners from miles around to Wheeling every Saturday night.

The first week of this month we took the WWVA Jamboree on its Second Annual Good-will Tour which proved to be a post-graduate course in the intense responsiveness of WWVA listeners to **THEIR** radio station. Opening in Wheeling and continuing throughout the week of April 28, the Jamboree Tour Show was enthusiastically greeted all along the way by the friendly folks who mean so much to our success. 14,572 WWVA Boosters paid to see their favorite entertainers in action. Tour stops are listed at the right.

Such is a glorious tribute to the legion of WWVA listeners and their loyalty to their radio station. It is the understandable answer to the oft repeated question—**"Why does WWVA do such an outstanding job for advertisers?"**

WWVA GOOD-WILL TOUR ITINERARY
WEEK APRIL 28

Canton, Ohio
90 miles Northwest of Wheeling

Youngstown, Ohio
85 miles North of Wheeling

Greensburg, Pa.
81 miles Northeast of Wheeling

York Run, Pa.
(Just outside Uniontown, Pa.)
75 miles East of Wheeling

Dover, Ohio
63 miles West of Wheeling

WWVA

5,000 WATTS Day - Night WHEELING, W. VA.

Represented in all Markets by **JOHN BLAIR CO.**

COLUMBIA STATION AT ELEVEN-SIXTY ON 2,085,666 RADIO DIALS

Early Morning Listeners Start a New

MARCH of DIMES!

30,000 IN ONE WEEK

Wednesday, April 10, at 7:00 a. m., on Julian Bentley's WLS newscast (too early for an audience?), WLS announced a new, up-to-date war map, available to listeners at 10 cents a copy.

In the noon mail the same day, 100 dimes were received — many mailed within thirty minutes of the broadcast. In the 2:30 p. m. mail were 150 more; and within a week 30,000 were received.

Again WLS proves that its listeners respond—quickly and definitely—and that any time is a good time—if the program is good and the station has built a loyal and dependable audience.

THE PRAIRIE FARMER STATION

WLS

BURRIDGE D. BUTLER, President (Chicago) GLENN SNYDER, Manager

JOHN BLAIR AND COMPANY, National Representatives

★ WAAB Boston
★ WEAN Providence
★ WICC Bridgeport New Haven
★ WLLH Lowell Lawrence
★ WSAR Fall River
★ WSPR Springfield
★ WLBZ Bangor
★ WFEA Manchester
★ WNBH New Bedford
★ WTHT Hartford
★ WATR Waterbury
★ WBRK Pittsfield
★ WNLC New London
★ WLNH Laconia
★ WRDO Augusta
★ WHAI Greenfield
★ WCOU Lewiston Auburn
★ WSYB Rutland ★

A Huge New England Audience — Built by
COMPLETE SPORTS COVERAGE

CRACK of the bat . . . thud of padded leather . . . drum beats of flying hoofs . . . cheers of the crowd . . . all the thrills of sports action are broadcast the length and breadth of New England by WAAB and The Colonial Network which, for years, has consistently aired more sports events than any network in the six states.

Jim Britt, Director of the Sports Reporting Staff, is back of the microphone for this year's American and National League baseball games in Boston.

Britt, rated as an ace sports broadcaster, is adept at all-around, play-by-play announcing for the whole realm of athletics.

With on-the-spot experts at the microphone . . . with a reputation built by nearly a decade of service to sports fans, The Colonial Network has an audience of sports followers in all income groups that is definitely the largest offered by any combination of stations in New England.

You can tell your sales story to more people, more often and more economically with the 18 stations of The Colonial Network.

The Colonial Network

21 BROOKLINE AVENUE · BOSTON EDWARD PETRY & CO., INC., *National Sales Representative*

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

XUM

Where was your sales curve...

That was Saturday night, in 1939.

What were *your* sales that week?

If they weren't where they should be, have they got an alibi?

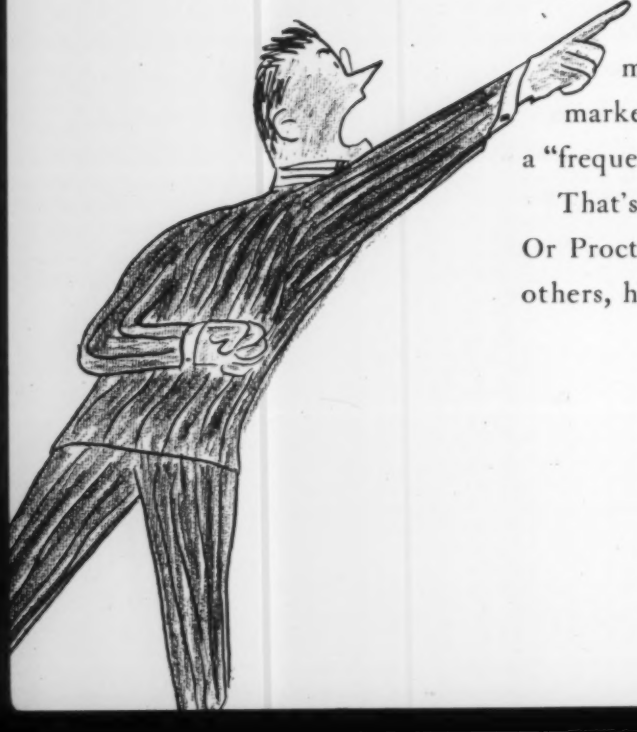
Did you support them with advertising *that week*—and consistently the weeks before?

If not, why not?

A week is a *market* for your goods. As real a market as any town. You make more sales in *one* week—in any one *summer* week—than you make in almost any town you can name, in a year. The week is a *bigger* market!

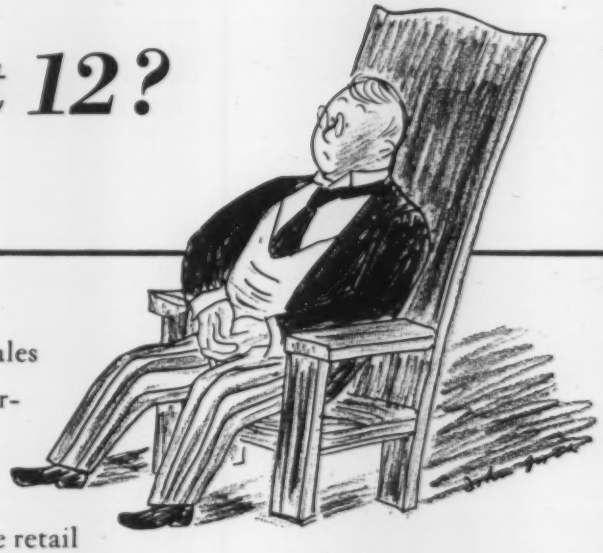
Why not protect that Summer market?

Too expensive, you say? Pish & tosh! That's the answer people gave *twenty years ago*—before a swift advance in advertising you've been hearing about. And hearing. Radio protects *every* week's sales. It cures the irregular pulse of advertising, the chronic spottiness of other campaigns. It closes gaps in sales-support that once were weeks and months wide. Radio does this because it enables you to cover *every* market *every* week *every* month; protecting the *whole* market with a "frequency of insertion" no ordinary budget can buy anywhere else.



That's hardly news to Chrysler, Pet Milk, Liggett & Myers and Ford. Or Procter & Gamble and Lady Esther. These companies, and *many* others, have discovered—*and have put into use*—the technological

...on the night of August 12?



advance in advertising made possible by radio: a major sales impact *every* week—*within* a practical budget. All these advertisers now protect their sales 52 weeks of the year; fighting as successfully for their share of the Summer market as they fight for Texas or Illinois. Why shouldn't they? Compare retail sales, payrolls, or production: *Summer is three times as big as Illinois!*

Radio makes this market as easy to protect, and expand, as any other. There are now 6,500,000 *automobile*-radios on the road. There are 1,000,000 more new *portable* sets, travelling wherever America travels in Summer. (The people who go away don't get away—from radio!) And 21,900,000 families are *known* to listen *each* summer day *at home!*

Clearly, radio listening is no exception to the habits that make this nation a market. In summer as in winter, people eat and dress, shop and spend, work and have babies. Summer makes little change in the daily routine of the vast bulk of families—so why not tell your story to them *every* week? Radio makes it possible. And profitable.★

★ Did you know that CBS *Summer* billing was 53% higher last Summer than the year before? That *more* families listened to radio *last* Summer than in any previous Summer? That you can safely expect more families will listen *this* Summer than last?

And did you know that CBS is now carrying a *higher* volume of advertising than *any* other network; setting seven successive network records for *any* year on *any* network, month after month for the past seven months?

Columbia Broadcasting System

KSD

ST. LOUIS

Gets

FULL TIME

on 550 Kilocycles

In recognition of KSD's long record of public service in the Middlewest, the Federal Communications Commission has granted this station full time on the air, effective not later than July 1, 1940, with the privilege of broadcasting at any time during the day or night without interruption.

KSD NOW HAS FULL 24-HOUR ASSOCIATED PRESS NEWS SERVICE

KSD now has available the full 24-Hour Service of the Associated Press News. This is the first time any broadcasting station has had the full 24-hour rights to Associated Press. A separate wire system is being used, bringing dispatches direct to KSD news editors.

The Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES

XUM

MAXIMUM POWER

WHERE IT COUNTS

WHAS

SELLING A $2,214,269,000 MARKET

50,000 WATTS BASIC CBS OUTLET

REPRESENTED NATIONALLY By EDWARD PETRY and CO.

WHEN RESULTS COUNT . . .

In these explosive hours, half the job of United Press reporters is being at the right place at the right time. The other half is delivering the news — accurately, swiftly, completely. Right now, the nation's radio stations — more than ever before — are depending on United Press coverage of the world's news. Results count!

U.P. UNITED PRESS

XUM

No *Telephone Surveys* on Radio Listening

MANY broadcasting stations, agencies and advertisers are surprised at our refusal to conduct surveys of radio listening by telephone.

Our refusal to make such telephone surveys is merely one example of our policy regarding all surveys. We are unwilling to undertake any survey if we are not reasonably certain that the method employed will produce the facts. Any survey which does not produce facts is worse than useless.

Besides the obvious fact that there are far more radio sets in this country than residential telephones, and therefore telephone subscribers cannot represent a true cross-section of radio owners, we have much material which proves that there is a considerable difference in the listening habits of telephone subscribers and non-subscribers.

One example of this difference is found in the roster-recall study we made in January in Hartford, Connecticut covering the programs broadcast Tuesday evening. In this study, for example, Amos 'n' Andy had a rating of 23.8% in telephone homes and 18.5% in non-telephone homes. In the same study "I Love a Mystery" had a rating of 19.5% in telephone homes and 23.5% in non-telephone homes. Naturally "Pot O' Gold" is more interesting to telephone subscribers than others and therefore, its rating of 41.6% in telephone homes and 38.3% in non-telephone homes, seems reasonable.

If you are interested in the truth about your radio audience you should ask us to make a roster-recall study.

★

WHAT IS THE HOOPER-HOLMES BUREAU?

For 41 years (since 1899) this Bureau has been making confidential reports to insurance companies on applicants for all kinds of insurance. Most of these are made and written by trained Inspectors, all of whom are full-time men. Their work is supervised by 83 Branch Offices. They regularly cover 13,577 cities and towns in their insurance work and their efforts are supplemented by 55,000 part-time correspondents.

Address all inquiries to Market Research Division, Chester E. Haring, Director.

THE HOOPER-HOLMES BUREAU, INC.

102 MAIDEN LANE, NEW YORK

The World-famous Wilshire Brown Derby—favorite luncheon place of many Southern California advertising executives.

"What do you mean, WSM's MaxiMiniMil? Your're cockeyed. You've confused two newspaper yardsticks. And besides we're talking about RADIO"

"Sure, sure. But I do mean WSM's MaxiMiniMil. WSM gives you Maximum coverage, maximum talent availability, maximum showmanship, all at minimum cost. Better check with Harry Stone at the station, or one of the Petry boys for the details."

W Air Castle of the South &

50,000 WATTS CLEAR CHANNEL

WSM

HARRY L. STONE, Gen'l. Mgr. NASHVILLE, TENN.

OWNED AND OPERATED BY NATIONAL LIFE & ACCIDENT INS. CO., INC.

National Representatives, Edward Petry & Co., Inc.

When Rev. Chrystomos Papalombrov spoke

. . . it was Greek to WBT listeners

WBT broadcast a special program celebrating the 129th anniversary of Greece's independence from Turkey. There was choral music, and an address by Rev. Chrystomos Papalombrov—*in Greek*. Of course, most folks in the Carolinas do not understand Greek, but for those of Greek descent, WBT has further cemented their loyalty... as it has the loyalty and enthusiasm of *all* the other groups that make up WBT's rich audience. WBT's *overwhelming* dominance in its territory is maintained by programs broadcast *for*, rather than *to*, its listeners—programs like:

- ★ The *only* play-by-play broadcasts of major league baseball in the South —the second straight year
- ★ WBT's Alarm Clock "rings" every week day at 5:30 a.m.... for the farmers and their families—the workers and their families
- ★ Community Crusaders—dedicated to the improvement of conditions among colored youth
- ★ Farmers' Forum of the Air—an informal round-table discussion about farm problems—of, for and by farmers
- ★ Bureau of Missing Persons—58 persons traced in 11 weeks

Three million Carolinians know WBT broadcasts for them. And they buy WBT-advertised products—*first*.

WBT ★ 50,000 WATTS • CBS • CHARLOTTE, N. C.

Owned and Operated by the Columbia Broadcasting System. Represented nationally by Radio Sales: New York • Chicago • Charlotte, N. C. • St. Louis • Detroit • Los Angeles • San Francisco

XUM

THIRD OF A SERIES PRESENTING THE MEN WHO MAKE FREE & PETERS SERVICE

MANAGER, SAN FRANCISCO OFFICE

Four years, University of California

Eleven years, Commercial Credit Company

Free & Peters since September, 1935

Bless our souls—it's A. LEO BOWMAN!

One of the things we have always aimed at here at F & P is the acquisition of men whose general business experience would qualify them to understand and really assist in the problems of *business men.* So when Leo Bowman decided he wanted to join up with F & P, we grabbed him (and his *business experience*) for our Chicago Office, where he served two years, before we sent him back to his home town as Manager of our San Francisco Office.

That's a typical example of the reason why all of our fourteen top-notch men are more than walking rate-books. Among us, we share nearly 200 years of varied experience in radio, advertising, financial organizations, utilities, department stores, automotive industries, etc., etc., etc. When you ask us for an opinion or some information on almost any problem—or about any industry—we can usually get a more or less expert answer for you *from our own organization.*

Free & Peters believe that the best contact the radio industry can maintain with you agencies and advertisers is to offer you the daily services of the best, most experienced, most capable men obtainable. That's the way we work in this group of pioneer radio station representatives.

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
WOC	DAVENPORT
WHO	DES MOINES
WDAY	FARGO
WOWO-WGL	FT. WAYNE
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
. . . SOUTHEAST . . .	
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
. . . SOUTHWEST . . .	
KGKO	FT. WORTH-DALLAS
KOMA	OKLAHOMA CITY
KTUL	TULSA
. . . PACIFIC COAST	
KECA	LOS ANGELES
KOIN-KALE	PORTLAND
KSFO-KROW	SAN FRANCISCO
KIRO	SEATTLE

FREE & PETERS, INC.

Pioneer Radio Station Representatives

CHICAGO: *180 N. Michigan*	NEW YORK: *247 Park Ave.*	DETROIT: *New Center Bldg.*	SAN FRANCISCO: *111 Sutter*	LOS ANGELES: *650 S. Grand*	ATLANTA: *322 Palmer Bldg.*
Franklin 6373	Plaza 5-4131	Trinity 2-8444	Sutter 4353	Vandike 0569	Main 5667

BROADCASTING
and
Broadcast Advertising

Vol. 18. No. 10 WASHINGTON, D. C., MAY 15, 1940 $3.00 A YEAR—15c A COPY

Criminal Action Against ASCAP Sought

Subpoenas Issued by Justice Dept. for Society Files, Indicating Federal Intention to Press for Action

NEW PROCEEDINGS, which may result in criminal indictment of ASCAP for purported violation of the anti-trust laws, have been instituted by the Department of Justice in New York, with the issuance of subpoenas by a grand jury for ASCAP files and records.

Differing from the five-year-old anti-trust suit, an equity proceeding still pending before the Federal District Court for the Southern District of New York, the action marked a new departure in the Government's investigation of ASCAP as an illegal monopoly since it seeks a determination by the grand jury under criminal rather than civil procedure for possible indictment of ASCAP officials. ASCAP on May 10 filed a motion to quash the subpoenas, presumably on the ground that the data sought were too comprehensive and would work undue hardship.

A hearing on the ASCAP motion probably will be set by the court. The "subpoenas duces tecum" were issued by the U. S. Attorney's office to be returnable May 14. In the light of the ASCAP pleading, the preliminary hearing is expected.

Federal Studies

Looked upon as the long-hinted revival of Government action in copyright [BROADCASTING, Dec. 1, March 1, March 15], the newest action stems from preliminary studies made by Victor Waters, special assistant to the Attorney General, who was assigned to the ASCAP-music situation several months ago. While no word was forthcoming from the Department, it was inferred that the decision to inquire into possible criminal action against ASCAP grew out of the refusal of the music combine to cooperate with the Department. It is known that Mr. Waters and a small staff of investigators have been inquiring into the situation for several months.

The Government anti-trust suit, seeking to dissolve ASCAP as a monopoly in restraint of trade, was originally filed in 1934 against the Society itself and some 130 of its officers and members. After the trial got underway in June 1935, it was postponed so the parties might stipulate the record. It has been dormant since, except for sporadic efforts to revive trial. These, however, had fallen flat until the recent appointment of Mr. Waters.

While the Department has refrained from commenting on its action, the move to procure grand jury action is regarded as an indication that the Government is bent upon getting something accomplished. Whether the new procedure will mean an effort to institute full criminal proceedings against ASCAP, alleging conspiracy, or whether it will simply tend to revive the Government's bewhiskered equity suit, is problematical. In any event, the grand jury effort by the Department is regarded as showing the clear intent of the Government to end the long slumber of the original suit.

Technically the Department's action might be described as a continuation of its "investigation" into ASCAP. From the practical standpoint, however, by taking the criminal suit tack, the Department has clearly indicated its determination to bring its investigation to a quick conclusion and perhaps prosecute both criminally and civilly.

The court records disclosed that ASCAP filed its motion to quash the subpoenas "in the matter of ASCAP in a Grand Inquest in regard to an alleged violation of the Federal anti-trust laws." The motion to quash was filed by Schwartz & Frohlich, ASCAP counsel.

It is entirely possible the new litigation, presuming the grand jury follows through, will involve others aside from ASCAP. For example, the Anti-Trust Division of the Department has been scrutinizing conditions surrounding the enforced employment by broadcasting stations of fixed quotas of musicians growing out of the 1937 contracts with American Federation of Musicians. Moreover, there may be involved in the actions other purported enforced agreements, relating to phonograph record performances and the like.

The AFM situation was brought to the attention of the Department last November, after Assistant Attorney General Thurman Arnold, in charge of the Anti-Trust Division, had lashed out against illegal labor practices in the building trades, regarding enforced employment. Because the AFM situation appeared to coincide with that outlined by Mr. Arnold in the building trades, it was felt the Department might also move on that front.

Numerous conferences have been held, it is understood, including one with an official of Local No. 77 in Philadelphia, in connection with WPEN, where musicians had struck and where the station had undergone a boycott. A sympathy strike had been called at WOV, New York, also owned by the Arde Bulova interests. This case, however, was settled May 10, with the musicians returning to work and with a drastic cut effected in the musicians quota. It was assumed that the Department's intervention had a bearing on the calling off of this strike.

ASCAP Contracts Affected

The new action of the Department comes close on the heels of the proposal of ASCAP to license the broadcasting industry on an entirely new basis, which involves an estimated increase of approximately 70% over the current royalty payments of $5,000,000—mainly from the network [BROADCASTING, April 1-15]. While ASCAP has made known the formula it proposes to employ, it has not yet submitted contracts to stations to supplant those which expire Dec. 31.

Meanwhile, Broadcast Music Inc., as the industry's wholly-owned music subsidiary, is making strides. It is designed to create a music supply which would rid the industry of total dependence upon ASCAP by the end of the year. In connection with the Government's grand jury procedure, Assistant Attorney General Waters has kept posted on industry developments, particularly in State legislation which ASCAP has resisted.

Andrew W. Bennett, NAB copyright counsel and former special assistant to the Attorney General who was originally in charge of the ASCAP suit, has participated in this State litigation. Throughout the court trials, there have been admissions in testimony by ASCAP members or publishers which are regarded as important in the Federal action. The efforts of State governments which have enacted anti-ASCAP laws, have been to show that ASCAP is a monopoly, that it has discriminated in its dealings with stations and that it has indulged in price-fixing.

New York Fair to Recognize Air Freedom by Special Day

RECOGNIZING broadcasting as an American institution on equal footing with the press and as entitled to the same constitutional right to freedom, the New York World's Fair has set aside July 4 as "Broadcasting Day", with a gala celebration planned to epitomize radio's position in the national economy. In collaboration with the NAB, the World's Fair directorate has arranged for the event, fittingly set for Independence Day. The keynote will be free American radio.

President Roosevelt himself is expected to participate in the precedent-breaking ceremonies, probably with an address by remote control from Washington. Mr. Roosevelt has been a staunch advocate of a "free radio", having often compared it with the press. The whole theme will be that of "free radio" as a corollary of "free press" and "free assembly", which are constitutional guarantees.

While final plans have not been completed, industry-wide observance of the day is contemplated. Some thought has been given to the unveiling of a plaque, symbolic of radio. All segments of the industry will be enlisted in the celebration.

Aside from the actual consecration of "free radio", thought is being given to a panoramic display, depicting radio's progress over the years. Working demonstrations of broadcasting, television, facsimile, international broadcasting and other offshoots of radio also are contemplated. To preserve a running story of the event for posterity, full recordings will be made.

Preliminary plans for the celebration have been carried on under NAB President Neville Miller and the NAB board of directors upon invitation of the Fair. Edwin M. Kirby, director of public relations of NAB, is maintaining contacts with World's Fair officials, primarily John S. Young, radio director. In addition to participation of all branches of radio in the celebration, affiliated industries may be aligned, along with representatives of public, labor, education and Government.

Proprietary Pair Devoting Part of Big Fund to Spot

Elliott Roosevelt Extended; Music vs. Serials Tested

INDICATIONS that the $2,000,000 to $3,000,000 which Sterling Products, New York, and American Home Products, Jersey City, had earmarked for the promotion of their various proprietaries on Transcontinental Broadcasting System will be devoted in part at least to spot broadcasting, are given by recent activities of Blackett-Sample-Hummert, New York, on behalf of these clients.

This agency has recently placed a campaign of 90 transcribed announcements weekly on 14 stations across the country, in several instances securing options for additional time to permit for expansion of the announcement campaign.

Elliott Roosevelt List

The tri-weekly commentative series of Elliott Roosevelt, *America Looks Ahead*, begun in April on the Texas State Network, has been expanded to include a 15-station hook-up of the California Radio System, which receives the programs by wire from TSN, and recorded versions of the programs, transcribed in Fort Worth, are also broadcast on approximately the same stations that carry the announcement campaign.

Stations carrying the announcements, which are transcribed by World Broadcasting System and which advertise Dr. Lyons Tooth Powder, Phillips Milk of Magnesia, California Syrup of Figs, Mulsified Cocoanut Oil Shampoo, Danderine, Bayer Aspirin and Glostora Hair Tonic, are: WHN, WHKC, WCBM, WSPR, WDAS, WIND, KXOK, KCKN, WEBR, WHDH, WJBK, WSGN, KSO and WDGY, with possibly more to be added. Announcements are broadcast on an 18-per-day Monday through Friday, schedule.

On WHN, New York, the 18 announcements are broadcast within the 10:30 a. m.-noon period, during the station's new *Dance & Romance* program of recorded music. Move is an extension of the test of the pulling power of daytime musical programs begun April 15 on WMCA, New York, by the same sponsoring companies, which on that date started *Sweetest Love Songs*, also recorded, for an hour-and-a-quarter each weekday afternoon. Fact that these companies are among the heaviest users of daytime serial dramas to advertise their products has created considerable interest in the experiment, which is understood to be based on the recent wave of criticism of daytime serials by various women's groups, many of whose members stated they never listen to that type of program and would prefer musical entertainment during the daytime hours.

Elliott Roosevelt, whose broadcasts advertise Dr. Lyons Tooth Powder, is heard via transcriptions on WMCA, WSPR, WDAS, WIND, KXOK, KCKN, WEBR, WHDH, WJBK, WSGN, KSO and WDGY. to which other stations will probably be added, in addition to the two western regional networks. No other transcription campaigns are being planned at the moment, the agency states, but the present ones, plus the recent addition of two more daily quarter-hour script shows on NBC-Blue, expansion of the time on TSN from a half-hour to an hour a day, and a daily hour on the California Radio System, are said to account for a sizeable portion of the sum set aside for use on TBS.

Confusion Over Daylight Saving Time Cuts Audience, Folger Executive Says

DAYLIGHT Saving Time, with its confusion for sponsors, agencies, networks, stations and listeners, was brought into the open just prior to the May 13-15 meeting of the Association of National Advertisers by W. E. Heuerman, executive of J. A. Folger & Co., Kansas City (coffee).

On the theory that advertisers suffer loss of audience as a result of daylight-time schedule shifts, Mr. Heuerman circulated a letter among ANA members indicating he planned to turn the spotlight on the subject at the ANA meeting, a closed gathering held at the Westchester Country Club, Rye, N. Y.

The question was further agitated when Ben Ludy, manager of WIBW, Topeka, circulated copies of the Heuerman letter among time buyers. "I think Mr. Heuerman is going to start a snowball rolling here that is going to continue until we reach the place that all the industry will not have to suffer twice a year," Mr. Ludy declared.

A 'Mad Scramble'

Mr. Heuerman's pre-convention letter follows:

"Word has just been received from ANA headquarters that the program of our convention will include time for a discussion of the subject of Daylight Saving Time, as it affects radio schedules and advertising effectiveness.

"If you are using radio, you are thoroughly familiar with the confusion—or we might say, 'mad scramble'—that takes place each spring and fall, in order that network programs broadcast from New York, Chicago, and a few other eastern cities can continue at the same time-periods under Daylight Saving.

"If the entire United States went on Daylight Saving, naturally all program schedules would move up one hour, and everything would be lovely. As it is, however, Daylight Saving in a few eastern cities actually consisting of an extreme minority as compared to the entire 48 States, imposes adjustment of program schedules on probably 95% of all the radio stations, and the vast majority of the American listening public, which comprises the major market of most eastern manufacturers.

"As advertisers, our main concern is not with the nerve-racking tangles in which the broadcasters find themselves, but with the loss of audience which our program undergoes.

"When we pay our dollars for broadcast time, and continue our programs regularly, week after week, and month after month, building up an audience, we sincerely feel it very unfair that that accumulated following should be 'thrown to the winds' when the problem can be so easily solved.

Loss of Audience

"The advent of Daylight Saving affects many network programs as well as spot shows, because broadcasting stations in many cases cannot clear the time needed. The only solution in those cases, as you know, is for the station to transcribe the show and rebroadcast it at a later time they can clear. Therefore, many network advertisers suffer loss of audience as well as spot advertisers.

"The thing that seems most absurd to us is that this situation is allowed to continue year after year, when it could be solved so easily if the networks cooperated. As you know, railroads operate on Standard Time, regardless of whether a community decides to use Daylight Saving or not.

"If radio schedules were operated on Standard Time also, then there would be no need for shifting programs on any station with the advent of Daylight Saving. Program schedules could continue the same as before, and only the listeners' habits in those few cities exercising Daylight Saving would need to be adjusted. And even those listeners would need only to shift their listening habits one hour, rather than hunt all over a program schedule to find the new broadcast times of their favorite programs.

"We have not heard yet of any concentrated effort by anyone or group to get this difficulty eliminated, although we sincerely feel that most advertisers, broadcasters, etc., would support such a program. That's why we feel that this subject should be discussed at our coming convention.

"This letter, in advance of the meeting, is merely to express our ideas and to urge you to express yours freely at the convention."

Drawn for BROADCASTING by Sid Hix

"We've Got to Hire a Studio Orchestra but All the Musicians in Town Are Ocharina Players!"

PULITZER RADIO AWARDS REJECTED

PROPOSALS that the Pulitzer Prize Committee, which on May 6 announced its annual prizes for journalistic achievement, should include feats of radio journalism among its awards, were rejected by the awards advisory board meeting in New York that day. While no official announcement was made, a spokesman stated that the step was "not considered expedient at this time". The matter, however, has not been dropped entirely, it was said, but cannot be brought up again until next year. This means no awards can be made for 1940, these being announced in the spring of 1941.

It is understood the Pulitzer family is favorable to the idea of including radio. Joseph Pulitzer Jr., son of the founder of the awards, is a member of the advisory board, and it is possible he may push the matter through another university. Being owner of a radio station, KSD of the *St. Louis Post-Dispatch*, he has evinced keen interest in radio. He could readily set up a set of awards under the Pulitzer name through the Missouri School of Journalism or some other institution if he deems it desirable.

Besides Mr. Pulitzer the only other member of the awards board in any way identified with radio is Walter M. Harrison, editor of the *Oklahoma City Oklahoman*, whose owners operate WKY, Oklahoma City; KLZ, Denver, and KVOR, Colorado Springs. Dean Carl Ackerman, of Columbia University, custodian of the Pulitzer awards, who also sits on the advisory board, presented the radio proposal to the board.

Saraka Exercises

UNION PHARMACEUTICAL Co., Bloomfield, N. J., on May 13 started Wallace's *Keep Fit to Music* program in the interests of Saraka on four MBS stations, Mondays through Fridays at various times. WSAY, Rochester, carries the program live 10:30-10:45 a. m. Via transcription, the program is heard on WEAN, Providence, 11:45 a. m. to 12 noon; WRR, Dallas, 1:15-1:30 p. m., and KHJ, Los Angeles, 1:45-2 p. m. Agency is Sherman K. Ellis & Co., New York.

FCC Broadcast Band Action, FM, Video Rulings Impending

Network-Monopoly Report Also Becomes Active; Full Commercial Television Is Foreseen

BROADCAST allocations, involving the standard broadcast band, television and frequency modulation, not to mention the network-monopoly report, are the current order of business at the FCC, with an outcropping of pronouncements on fundamental policies and procedure expected during the ensuing weeks.

Since it reconvened May 7 to dig into its accumulation of work, the FCC has cleared away much of the routine, with the decks now about cleared for action on allocation matters. The first order of business is television, which has developed as the Commission's biggest headache since the rehearing outburst of a few weeks ago. Chairman James Lawrence Fly promises action within a week or so. It is expected there will be fully rewritten rules and that the plea for full rather than limited commercial operation for visual radio will be heeded [BROADCASTING, May 1].

Video and FM

On the question of allocations for television and for FM, which run hand-in-hand by virtue of demands for the same range of frequencies in the ultra-high band, the solution does not appear as simple. A number of plans for allocations, designed to accommodate both new media, are before the Commission, and what the solution will be at this writing is only conjectural. It seems likely, however, the FCC will settle the television rule issue before tackling allocations.

Meanwhile, the FCC engineering department is grappling with all phases of allocations—broadcasting (pursuant to the Havana treaty), FM and television. Meetings have been held with the Interdepartment Radio Advisory Committee in the hope of reallocating certain ultra-high bands reserved for Government use to FM or television or both.

The question of television standards is still in the forefront, with diametrically opposite positions taken by RCA and DuMont in their briefs filed May 3 with the FCC. RCA plumps for 441 or 507 lines with 30 frames, while DuMont seeks a flexible system on lines but with only 15 frames. RCA also levels the charge of motion picture domination of DuMont by Paramount, and asserts that DuMont's support of purportedly inferior quality television may not be "without an impelling motive" by virtue of this movie "domination". DuMont, on the other hand, strongly denies it is controlled by Paramount; that its proposals are not in the best interests of television development, and that its system is not geared with the public interest in mind.

Senator Lundeen, Farmer-Laborite of Minnesota, author of the now apparently pigeonholed resolution to investigate the FCC because of its foray into RCA's television merchandising campaign, erupted in the Senate again May 6, protesting against the FCC's delay in deciding the television issue. He criticized the absence of commissioners, and argued that a half-million jobs for workers in television and related fields will be opened as soon as the industry gets under way. Senator Lundeen read into the record editorials from recent issues of BROADCASTING bearing on television and other FCC activity.

In its brief filed May 3, RCA asked full commercial status for television, declaring it is ready to serve the public and stating that idle men and idle money are ready to go to work. It maintained that a monopoly in television is impossible, and made a plea for retention of the present lower television bands for this service as a "new" medium, rather than for allocation of any portion of them for FM which it described simply as a supplementary sound broadcasting service.

Movie Angle Stressed

Apropos DuMont, the RCA attorneys declared the vigor with which it advocates a frame frequency of 15, which is less than that used even for home movies and substantially less than used in theatres, "may not be without an impelling motive."

"The motion picture interests which are financing DuMont Laboratories have a much greater financial stake in the movie industry than they have in television", the RCA brief states. "Their recent interest in television is primarily for the purpose of 'protecting' their larger interest in the movie and theatre industry and not to develop the new art of television. Therefore, they desire the adoption of systems and methods that would make television inferior rather than superior to motion pictures.

"The interest in television on the part of DuMont Laboratories must be to serve those who furnish the working capital—Paramount Pictures Inc. Regardless of any interest which Allen B. DuMont has personally, as a radio engineer, in the development of television, it is impossible to ignore the interest of Paramount Pictures in the DuMont Laboratories."

Questions DuMont Control

It was added that the prospectus of DuMont Laboratories shows the "intensive interest and the practical if not theoretical control of DuMont Laboratories by Paramount Pictures as a company and the individual interests of those connected with Paramount Pictures, either as officers thereof or as members of the firms of Lehman Brothers and Hemphill, Noyes & Co., who are among Paramount's and DuMont's bankers."

"The interest in DuMont Laboratories held by Paramount's bankers cannot be ignored in considering the actual control exercised by Paramount," it was stated.

Objections raised to the RMA-RCA methods of synchronization, polarization and other technical standards likewise were discounted by RCA counsel, who branded injection of certain of the issues as having no technical justification. "Freezing" of standards also was branded as something which RCA never had advocated.

15 vs. 30 Frames

Selection of DuMont's 15 frames instead of 30 frames would in itself "freeze" development at a very low level and within very narrow limits, it was argued. Regarding commercialization, the brief recited there was no dissenting voice within the television industry. "The undisputed evidence is that commercialization will accelerate the progress of the television art," the brief states.

Allocation of Television Channel No. 1 (44-50 mc.) from television to FM would be a "serious blow to television", the brief continues. All of the benefits claimed for FM by those who propose to change the allocation are equally if not more applicable to television. By so doing television would be set back many months, the FCC was told, since it would take some four months to change the NBC video transmitter from Channel 1 to Channel 2, during which there would be no regularly scheduled broadcast service in the New York area. To change to any other channel would require 18 months.

The RCA brief bore the signatures of Col. Manton Davis, RCA vice-president and general counsel; A. L. Ashby, NBC vice-president and general counsel; Henry Ladner, NBC attorney; Philip J. Hennessey

(*Continued on page 82*)

ACCLAIMED "Miss Industry of 1940" at conclusion of the Industrial Week celebration held recently in Amarillo, Tex., pretty Doris Jean Russell (left) here receives the trophy emblematic of the title from Lois Fay, director of women's activities of KFDA, Amarillo.

50 kw. for KOB; Others Increased

WFBL, WIOD, KTAR, KWK, KXOK Get 5 kw. Fulltime

INCREASE in power to 50,000 watts for KOB, Albuquerque, headed the list of power increases and other improved facility authorizations announced by the FCC May 7 at its first regular meeting following a three-week recess.

Granted power increases to 5,000 watts fulltime, pursuant to regulations authorizing horizontal increases for Class III-A regionals, were WFBL, Syracuse; WIOD, Miami; KTAR, Phoenix; KWK, St. Louis, and KXOK, St. Louis, the latter with a shift in frequency to 630 kc., subject to installation of a directional antenna [see page 28 for details of other St. Louis changes authorized].

The KOB authorization was to increase its power from 10,000 to 50,000 watts unlimited time on 1180 kc., for which a construction permit was issued. WFBL, WIOD and KTAR were authorized to increase their night power to 5,000 watts contingent upon installation of directional antennas.

Granted modification of licenses to increase night power from 100 to 250 watts were WBAB, Atlantic City; KORN, Fremont, Neb.; KTOH, Lihue, Hawaii; KBKR, Baker, Ore. WMAN, Mansfield, O., was granted an increase from daytime to unlimited time with 250 watts on 1370 kc.

In the international shortwave broadcast field, WPIT, Saxonburg, Pa., operated by Westinghouse, was granted a construction permit to move to Hull, Mass. and increase its power from 40,000 to 50,000 watts. WRCA, Bound Brook, N. J., operated by NBC, was granted special experimental authority to operate an additional 35,000-watt power amplifier in parallel with its regular 35,000-watt amplifier to feed a separate directive antenna, making an effective operating power of 70,000 watts.

Dellar Named Chairman OfConventionCommittee

APPOINTMENT of Lincoln Dellar, general manager of KSFO, San Francisco, as chairman of the NAB convention housing committee, was announced May 10 by Howard Lane, KFBK, Sacramento district director and local convention chairman. The convention is scheduled to be held in the St. Francis Hotel in San Francisco, Aug. 4-7.

Mr. Dellar

Ward Ingrim, of KFRC, San Francisco, has been named chairman of the golf committee making arrangements for the annual NAB Tournament for the BROADCASTING trophy, to be played Sunday, Aug. 4. Ralph Brunton, KJBS general manager, is chairman of the Treasure Island entertainment committee and is making plans to entertain delegates at the fair. Requests for reservations, according to NAB headquarters, indicate a good attendance, with many broadcasters taking their families for a combined convention and vacation trip. An all-expense tour has been set.

Monopoly Report Action Promised Within Fortnight

Legal Staff Makes Revisions; Rebuke by Senator Tobey

ACTION by the full FCC on the Network-Monopoly Report, based on the six-month investigation during latter 1938 and early 1939, may come within the next fortnight, it was indicated at the Commission, though it does not take precedence over fundamental allocations issues involving the standard broadcast band, television and FM.

Returned two weeks ago to the FCC Law Department for further revision by the monopoly subcommittee, the revised report is now understood to be in the hands of the committee again. Its transmittal to the full Commission is expected any day, without prior publicity.

Senator's Rebuke

Attention was focused on the report May 3 when Senator Tobey (R-N.H.) wrote each member of the FCC individually inquiring about the status of the report and described as "nothing but a mockery" assurances previously given by both Chairman McNinch and Chairman Fly that the report would be forthcoming soon. Replies from individual commissioners have not yet been made public. Mr. Tobey's letter to FCC members follows:

"In November, 1938, Chairman McNinch stated to the House Appropriations Committee that the Radio Monopoly Report of the Commission would be submitted to the Congress within 60 days.

"In June, 1939, Commissioner Brown of the FCC appeared for the Commission, before the same Congressional committee, and said that the report would be ready for Congress within 60 days.

"In November, 1939, Commissioner Fly of the FCC appeared and stated before the Congressional committee that the Commission would make its report within 60 days.

"It is now 18 months since Congress was officially told by the Commission that its Radio Monopoly Report and recommendations would be 'ready in about 60 days'.

"I submit to you that, in the light of these facts, these assurances would seem to be nothing but a mockery. As a member of the Senate, interested in this matter, I ask you now as to the reasons for this delay and what you, as a member of the Commission, can do to have the report submitted to the Congress at once. An early reply will be appreciated."

B & W Ponders Quiz

BROWN & WILLIAMSON TOBACCO Co., Louisville (Raleigh cigarettes), sponsoring the five-weekly quarter-hour *Paul Sullivan Reviews the News*, on CBS, is considering a quiz program, *Do You Know News?* Half-hour audition was transcribed at KNX, Hollywood, by Wayne Griffith, producer of BBDO, that city. Series would feature Lee Cooley, announcer on the CBS *Tune Up Time*, sponsored by Ethyl Gasoline Corp., and Bud Heistand, who has a similar assignment on the *It Happened in Hollywood* series, sponsored on that network by George A. Hormel & Co. (Spam).

Justice Dept. Declines Action On Five More Prize Broadcasts

FCC Onslaught Against Award Contests Is Stopped; Self-Regulation Method Is Seen as Answer

BLUNTLY rejecting as not prosecutable five additional prize contest programs referred by the FCC as possible violation of the lottery statutes, the Department of Justice has cleared its docket of all cases following the *Pot o' Gold* formula, and apparently has stopped dead in its tracks the FCC onslaught against this type of program.

While formal announcement has not been made either by the Department or the FCC, it was learned authoritatively May 13 by BROADCASTING that the Department had taken precisely the same action in these five new cases that it pursued in the so-called *Pot o' Gold* case April 12 [BROADCASTING April 15]. O. John Rogge, Assistant Attorney General in charge of the Criminal Division, has advised FCC Chairman James Lawrence Fly that after a thorough examination the Department has concluded that prosecutive action should not be instituted. No detailed reasons were given.

Five Stations Involved

The new action came on citations involving programs on five stations. These were *Mu$ico*, on WGN, Chicago; *Songo* on WIP, Philadelphia; *Especially for You*, on WFIL, Philadelphia; *Sears' Grab Bag*, on WISE, Asheville; *Dixie Treasure Chest*, on KRLD, Dallas.

The FCC referred these five prize contest features to the Department in a surge of action on March 29—prior to the rulings on the *Pot o' Gold* and Mead's Bakery program, the latter broadcast over a Texas station.

When the Department returned the *Pot o' Gold* and bakery program citations, it had been expected the additional five citations would likewise be returned without action. It could not be stated with certainty, however, since it was pointed out there always is the possibility of singling out some factor that might turn the legal tide.

In these earlier programs, Mr. Rogge advised the Department that following examination of the material submitted and careful consideration of the facts presented, the Department had concluded that prosecutive action under Section 316 of the Communications Act of 1934 should not be instituted. It is reliably reported that virtually the same language was used in connection with the five additional citations.

While these actions write finis to prize contest program scrutiny under existing conditions, insofar as the Department of Justice is concerned, it is nevertheless known that several members of the Commission, particularly Chairman Fly, regard such programs as "bad radio". Whether the FCC will undertake some new effort to test their legality under the lottery laws, as a means of procuring a new interpretation of the "consideration" factor in prize contests, is not clear. But such a move is regarded as remote. The Justice Department's action is tantamount to the opinion of counsel for the Government that at best it could not win in actual adjudication of the issues under existing laws.

A&P Starts Series

Meanwhile, as a result of the earlier ruling of the Department in the *Mu$ico* case, a recrudescence of prize contest programs has developed. Most spectacular was the reentry of Great Atlantic & Pacific Tea Co. in radio, with test sponsorship of *Mu$ico* over three CBS stations in New England (WEEI, Boston, WPRO, Providence, and WGAN, Portland). The company had been off the air since June, 1937 but returned with the *Mu$ico* program, which it has tied into Broadcast Music Inc., broadcasting industry subsidiary in the music publishing field designed to rid the industry of dependence upon ASCAP (see page 30).

J. J. Byrnes, president of the A&P New England Division, reported after the first broadcast May 1 that his company was tremendously pleased with the enthusiasm and interest created. He called it a "song title guessing game" in which *Mu$ico* cards are distributed through A&P stores with prizes awarded the winners.

The position taken by perhaps the majority of the FCC apropos prize contests is that the broadcasting industry is placed in the position of "buying" its audience by conducting a giant nationwide variation of "Bingo". While no dire threats have been made, the very fact that the Commission has seen fit to refer no less than seven such programs to the Department would indicate that it is not satisfied with them. Nevertheless, since the statute prohibits exercises of program censorship by the FCC, it was felt that the Commission's hands are tied and that, even though it may look askance upon such programs, it can do nothing directly about it.

It was recalled, however, that the FCC in the past has taken occasion to cite stations on application renewals in connection with past program performances. This has been termed censorship "after the fact" but there has never been any direct legal test of this issue, though such notorious erstwhile American broadcasters as Rev. Dr. Bob Schuler, John R. Brinkley and Norman T. Baker, the latter two now Mexican border station operators, were tossed off the air by the former Federal Radio Commission because they used their stations as "private mouthpieces". The courts upheld these actions. They are not regarded as parallel cases, however.

A more likely course, it was thought, might be the effort of the Commission to urge the industry, via the self-regulation code, to discourage the rampant development of prize contests. In this respect, it is entirely possible the NAB might be urged, as part of its self-regulation code operation, to seek to control this development. It was recalled that a decade ago astrologers were numerous on the air, soliciting dollars for "dream books" and answering signs of the zodiac, in what amounted to point-to-point communication via broadcasting. Broadcasters themselves suppressed this trend, so that today astrologers are virtually non-existent on reputable stations.

The FCC's Citations

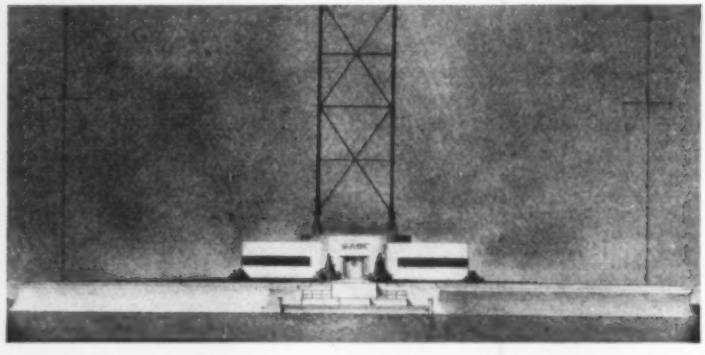
The FCC, when it referred the five additional prize contest programs to the Department, described them in its announcement as follows:

"*Mu$ico* [WGN] is sponsored by the National Tea Co., Chicago. Cards are supplied by National Food Stores and other sources. Each card has five rows of squares and five squares in each row. Names of songs are involved. To win a cash prize in this 'game' one must be lucky enough to get a card with the songs listed that are broadcast, must listen to the program broadcast, and must fill out or check the correct names of the songs or musical selections broadcast, and must be the first to telephone the answer to the radio station.

"*Songo* [WIP] has similar characteristics, employing cards furnished by the Nevins Drug Co., Philadelphia.

"In *Especially for You* [WFIL] a wheel is spun to determine from Philadelphia and suburban directories the person who is to be given a chance to win a Farnsworth radio. If the party selected has a telephone, he is called.

(*Continued on page 84*)



A SEAWALL built around several acres of fill will protect the transmitter house of WABC, New York CBS key, to be built on tiny Pea Island in Long Island Sound, near New Rochelle, N. Y. This is an architect's drawing of the proposed new plant, which will replace WABC's present 50 kw. plant at Wayne, N. J. and which will entail an expenditure of $425,000. The antenna will be 336 feet high. Details of the unique salt-water installation plans were published in the May 1 BROADCASTING.

New Blitzkrieg Finds Industry Prepared

Minimum Changes In Schedules Occur

By BRUCE ROBERTSON

GERMANY'S latest campaign, the invasion of Holland and Belgium, with its repercussions around the globe, found American radio thoroughly prepared to bring to listeners on this side of the Atlantic minute-to-minute reports of action abroad.

Although earlier broadcasts from Amsterdam had indicated no untoward activities, reports of airplanes over Holland in the late evening of May 9, New York time, brought from network executives an immediate decision to keep open throughout the night and news chiefs summoned their staffs at home and abroad to stand by for whatever might develop.

Radio's war coverage drew the praise of FCC Chairman Fly at a press conference May 13. Pointing to "balanced perspective" in radio news reports and "discretion in giving sources", Chairman Fly commented, "Broadcasters have done a whale of a job in keeping us informed on war news". He termed radio coverage of the European conflict, based on reports of both independent news representatives and news services, an "intelligent and fair sort of job".

Special Features

At 1:02 a. m. in New York, the United Press flash that German troops had invaded Holland started a series of bulletins and special broadcasts occurring with such rapidity that, as one observer at MBS headquarters remarked, not a single musical number was broadcast without interruption.

High spot of NBC's broadcasts during that first night was a talk by Dr. Alexander Loudon, minister of the Netherlands to the United States. In New York when the news broke and unable to reach his homeland by phone, Dr. Loudon had gone to the NBC studios for further information and at 4 a. m. went on the air over the combined Red and Blue networks. At 6:20 a. m. he made another broadcast over MBS. Meanwhile, at CBS, Elmer Davis, who had been routed out of bed and rushed to the studio to interpret the fast-moving events, had summoned his old friend Hendrik Willem Van Loon, noted writer and authority on his native Holland, and Capt. Jan Von Stoppen of the Netherlands Army, in New York as an official of the Netherlands Railway, and interviewed them on the air on military aspects of the invasion at 5:02 a. m.

Earlier, at about 2 a. m., while Davis was making his first broadcast on the Nazi drive into the Low Countries, the CBS shortwave listening post had picked up Goebbels' announcement of the invasion to the German people and the world and a running translation was made which Davis put on the air as he received it from the translator.

Special pickups from correspondents in the European capitals were aired by both NBC and CBS during the early morning hours, while MBS broadcast news in English picked up by Press Wireless from London, Berlin, Paris and Tokyo. The Tokyo pickup, at 8:40 a. m., was the first broadcast on the new developments in Europe to come from the Orient to American listeners.

UP's Advance Plans

The UP coverage of the invasion, which is said to have beat other news services from 45 to 90 minutes, was credited to special arrangements made well in advance, through which, when the Dutch officials discontinued all incoming and outgoing telephone and teletype communications to keep all channels immediately available for official use, UP channels remained open. Thus Clifford L. Day, UP news chief in Amsterdam, well before midnight in America was able to report foreign airplanes over Holland and the action of the Dutch anti-aircraft batteries. At midnight came his report that Dutch fighting planes were diving on German bombers.

First broadcast from Holland after the invasion was made on NBC-Blue at midnight on Sunday, May 12, by Louise Wight, who gave an eye-witness account of conditions in Amsterdam, where she has succeeded Margaret Rupli as NBC correspondent. Miss Rupli has gone to England. Immediately following her broadcast Miss Wight was talking to Mr. Schechter on the radio-telephone when she heard the air-raid sirens and was put back on the air, describing the scene while the sirens were clearly audible in the background.

This incident was a repetition of what occurred during a CBS broadcast earlier the same evening. Thomas Grandin, CBS correspondent in Paris, had completed his report from the French capital during the network's regular evening European round-up when the sirens sounded there and he requested the air again and brought to CBS listeners the scream of sirens warning of a possible air raid. Grandin explained that he had tried to open a window in the studio so that the sound might be heard more clearly, but was not permitted to do so as "the light from the studio might have attracted the enemy planes".

Although Miss Wight's was the first broadcast from Amsterdam since the invasion, eyewitness accounts from Brussels had been broadcast by all three networks and Victor Luschini, MBS war reporter stationed with the French troops on the Western Front, had broadcast a vivid description of the Nazi bombings of French border towns. Edwin Hartrich, CBS correspondent in Amsterdam, had also cabled a number of messages to the network's New York headquarters, where they were read on the air.

Schedules Maintained

Augmenting its other coverage, Mutual has been presenting numerous pickups of news broadcasts in English from London, Paris, Berlin, Rome, Moscow, Tokyo and Ankara, giving American listeners an opportunity of hearing the same news events as interpreted and reported by the various official government sources. These programs, picked up by Press Wireless and fed to MBS by wirelines, are presented as they occur or later via recordings, according to MBS schedules. This service has replaced the plan of recording several of these broadcasts, editing them and recording for broadcasting in combination as a single program which MBS inaugurated at the time of the Munich crisis and has employed on several occasions since.

Possibly the most remarkable feature of radio's coverage of this latest turn of the war is the way in which listeners have been kept fully informed of all developments without any serious disturbance of their normal listening habits. While such broadcasts as the resignation speech of Britain's Prime Minister, Neville Chamberlain, were of course carried by all the networks regardless of commercial commitments, in the main the network program and news departments have operated in such a fashion as to fit the war news into normal program schedules with a minimum of interference.

News bulletins are, whenever possible, spotted during station breaks. Special pickups from abroad are placed in periods usually devoted to sustaining orchestras. Any unusual or especially important war bulletin is given precedence without question over all other broadcasts, but network program executives have not forgotten that their facilities are to the average listener primarily a source of entertainment and that to cancel an installment of a serial program that is followed faithfully by hundreds of thousands of women throughout the land is not rendering those listeners a service unless the cancellation is absolutely essential to the public interest.

Fight Shifted

A case in point is NBC's handling of the address of President Roosevelt on the evening of May 10, which had been scheduled for the Red Network. Developments abroad during the day had so increased the importance of and the interest in the President's speech that NBC wanted to broadcast it on both networks. But the Blue was scheduled to carry the Ambers-Jenkins championship fight beginning at 10 p. m. and continuing until its conclusion, which, if it went the full 15 rounds, would keep it on the air well past 10:30.

A. A. Schechter, NBC director of news and special events, got in touch with the management of Madison Square Garden and the fighters' managers and arranged for the title bout to start at 9:30 p. m. Announcements were made at the ringside of the change and the spectators present in the Garden were told if they cared to remain the broadcast of the President's address would be brought to them through the loudspeaker system. Illustrating the interest in the international situation was the reaction of the fight fans, who cheered the announcement and who stayed in considerable numbers to hear the speech.

Paul White, public affairs head at

(*Continued on page 80*)

NO TIGHTENING OF RADIO CONTROL

THE LATEST Nazi blitzkrieg, as far as can be discerned now, will have no bearing on the operations of American broadcasting stations from the regulatory standpoint, it was stated May 13 in high official quarters.

While misgivings have been expressed in some quarters that further neutrality proclamations, drafted by the Administration, might in some way affect the status of radio operations, a canvass by BROADCASTING of the Federal Departments and agencies affected did not yield any indication of any imminent application of regulatory controls. On the contrary, Washington officialdom was relying largely upon network broadcasts for first-hand information on the developments in war-torn Europe.

Last August, when the European situation became tense, various Governmental agencies met with the State Department to devise proposed proclamations covering communications for Presidential consideration in the event conditions warrant [BROADCASTING, Sept. 1]. These are still in the State Department archives. While in the case of international communications and international broadcasting some steps to preserve American neutrality are possible, it is felt that action would have to be responsive to the conditions as they exist at that precise moment. Insofar as standard broadcasting is concerned, little reason for alarm is seen. The Administration feels that radio not only is doing a praiseworthy job of news coverage, but also, by keeping the people enlightened, can be employed to maintain public morale.

While the President is given broad powers under Section 606 of the Communications Act to commandeer all communications in time of "national emergency", which has already been declared, it is authoritatively stated that such a move would not even be considered unless the United States becomes definitely involved in the conflict. Even then, extreme doubt as to such a course with regard to broadcasting is exhibited. The frequencies in the broadcast band would not be employed for military communications, and the importance of keeping the public informed is recognized as paramount, even by strict militarists.

KDKA, WBZ Shifts to Red Net By Late in 1941 Are Foreseen

Other Westinghouse Station Changes Discussed; Network Lineups in Several Cities Involved

TENTATIVE conclusions under which both KDKA, Pittsburgh, and WBZ, Boston, Westinghouse-owned stations, will switch from the Blue to the Red network, probably late next year, are understood to have been reached between officials of the two organizations, with preliminary conversations already in progress regarding revised affiliations for other stations.

While final arrangements have not been made, according to NBC officials, it was ascertained that Westinghouse had received a virtual commitment regarding the shifts of the Boston and Pittsburgh stations, which on July 1 revert to full Westinghouse management in lieu of program and sales management exercised by NBC since 1931. WBZA, Springfield, Mass., and KYW, Philadelphia, also have been program-managed by NBC and revert to Westinghouse July 1.

Broadcasters Confer

Conversation has centered on a possible switch in affiliations at the end of Daylight Saving Time next year, or Sept. 28, 1941. These shifts, if accomplished, may affect the status of perhaps a dozen stations, not only as between NBC Red and Blue networks but also CBS and MBS.

Officials of stations in the areas involved have conferred with network executives during the last fortnight, in the light of the Westinghouse shift. These have included such broadcasters as Walter C. Evans, vice-president of Westinghouse Radio Stations Inc.; John Shepard 3d, president of Yankee Network, several stations of which constitute the NBC-Red segment in the New England area; E. E. Hill, general manager of WTAG, Worcester, basic Red outlet; Paul W. Morency, general manager of WTIC, Hartford, basic Red outlet; H. M. Bitner, Hearst executive, in behalf of WCAE, Pittsburgh, basic Red outlet, and WBAL, Baltimore, basic Blue; Leonard Kapner, WCAE general manager; Hope Barroll, executive vice-president of WFBR, Baltimore, and others.

No 'Imminent' Shifts

William S. Hedges, vice-president of NBC in charge of stations, refuted reports of any "imminent" switchover of KDKA and WBZ from Blue to Red. He added, however, that while it is expected that both of these 50,000-watt stations eventually will become Red affiliates, no plans for such a shift have been formulated. Whether the change occurs in one, two or three years will depend upon future developments, he indicated.

Asked about contractual relations with WNAC, Boston Red outlet, and key of the Yankee Network, and WCAE, Mr. Hedges said these contracts, like all of NBC's contracts with affiliates, with one or two exceptions call for "NBC service" but do not specify Red or Blue affiliations. He declined to speculate on the effect of moving KDKA and WBZ to the Red on the competitive network structure in the Pittsburgh and New England areas, reiterating that the shift has not been definitely set and that therefore it would be a waste of time to conjecture on its possible effects.

Despite this, affiliates themselves were talking about possible changes. For example, it was held that a shift of WCAE to the Blue Network is a distinct possibility, in the light of transfer of KDKA to the Red. A parallel move, it was reported, might be the transfer of WBAL, also a Hearst-owned station like WCAE, from the Blue to the Red, particularly since it is slated for 50,000-watts operation. WFBR, Baltimore, is the present Red outlet.

Synchronizing Problem

Still in the realm of speculation but regarded as possible, contingent on the Westinghouse changes, were affiliation shifts in such cities as Portland, Boston, Worcester, Providence and Hartford, in New England, as well as Pittsburgh and Baltimore.

In industry circles, the 1941 switchover date was seen as the most expedient from NBC's standpoint. It would give the networks more than a year in which to revise commercials and permit notification to all accounts on the networks of the impending changes if they are finally worked out.

One complication in connection with the Boston situation is that of the synchronized operation of WBZ and WBZA, the latter in Springfield. Both now are Blue outlets. If the shift to the Red is made, WBZA presumably would have to be included, unless some method of "unsynchronizing" the stations is worked out. With WBZ on the Red and WBZA on the Blue, one of the overlapping coverage situations would be eliminated.

AAAA to Hold Panel On Advertising Control

A TOWN HALL type of discussion on the question, "To What Extent Should Advertising Be Controlled and by Whom?", will be the highlight of the Friday morning session of the 23d annual meeting of the American Assn. of Advertising Agencies, to be held May 16-17 at the Waldorf-Astoria, New York. George V. Denny Jr., moderator of the *Town Hall Meeting of the Air*, will act in the same capacity and Mrs. Anna Steese Richardson, *Woman's Home Companion*, will be the interrogator. Donald E. Montgomery, Consumers' Counsel, AAA, and Colston E. Warne, president of Consumers' Union, will represent the "Critics", while Stanley High, author, and Fulton Oursler, editor of *Liberty*, will speak for the "Defenders".

In Sales Staff Shifts

Mr. Morton

Mr. Boyd

NBC Shifts Spot, Local Sales Staffs

Morton, Boyd Get New Duties Under Westinghouse Change

FIRST result of the announced withdrawal of Westinghouse stations KDKA, Pittsburgh, KYW, Philadelphia, WBZ, Boston, and WBZA, Springfield, from the list of stations programmed by NBC and their reversion to Westinghouse management on July 1 is a shift in NBC's spot and local sales setup that assigns new duties to Oliver Morton and Maurice M. Boyd.

As announced by Sidney N. Strotz, NBC vice-president in charge of the central division, on May 15, Mr. Morton, who has been manager of the central division's spot and local sales, becomes NBC's special representative in the mid-west for the sale of national spot time on the six Westinghouse stations (including WOWO and WGL, Fort Wayne, already managed by Westinghouse) which will be exclusively represented by NBC beginning Sept. 1. Mr. Boyd, previously NBC's New York spot sales manager, on May 15 moves to Chicago to succeed Mr. Morton as spot and local sales manager of the central division of NBC.

Reps for All NBC Stations

In cooperation with Mr. Boyd, Mr. Morton will also continue to represent the 11 stations programmed by NBC: WEAF and WJZ, New York; WENR and WMAQ, Chicago; KGO and KPO, San Francisco; WRC and WMAL, Washington; WGY, Schenectady; WTAM, Cleveland; KOA, Denver. Of that list, KGO, WGY and KOA are owned by General Electric Co., WMAL by the *Washington Star*, and the remaining seven by NBC. Mr. Boyd's new duties include supervision of local sales of WENR and WMAQ and direction of national spot sales for NBC programmed stations originating in the central division. No decision has been made as to whom will be appointed to succeed Mr. Boyd in New York or to act as New York representative for the Westinghouse stations.

Both Mr. Morton and Mr. Boyd are former Westinghouse employes. Mr. Morton joined KDKA as a salesman in 1928. Two years later he went to Chicago as sales representative for all Westinghouse stations. In 1931 he moved to Boston as commercial manager of WBZ and WBZA, and in 1932 returned to KDKA as station manager. In 1933 he joined NBC as Chicago representative for the network's programmed stations and in 1938 was appointed manager of NBC's national spot and local sales department in Chicago.

Mr. Boyd served in the Westinghouse advertising department from 1928 to 1931, when he was transferred to the sales promotion staff of KDKA and later to WBZ as sales promotion manager. In 1932 he became a partner in the radio research firm of Benjamin Sobey & Associates, and in 1933 joined NBC's national spot sales staff in New York, becoming New York spot sales manager in 1937.

Evans to Headquarter Westinghouse Stations At KYW, Philadelphia

PREPARING FOR assumption of full independent status July 1 of Westinghouse stations now program-managed by NBC, Walter C. Evans, vice-president of Westinghouse Radio Stations Inc., announced May 7 that headquarters for the group will be established in Philadelphia under his personal direction. The new KYW Bldg. at 1619 Walnut St., recently acquired by Westinghouse, will be used for the headquarters staff. Operations of KDKA, Pittsburgh, KYW, WBZ-WBZA, Boston and Springfield, and WOWO-WGL, Fort Wayne, will be directed from Philadelphia.

Mr. Evans will actively supervise both broadcasting and manufacturing divisions, the latter located at Baltimore. He will divide his time between the two cities. Prior to July 1, Mr. Evans plans additional appointments to the executive staff in Philadelphia.

George A. Harder, veteran Westinghouse publicity man, May 6 took over new duties as director of publicity for the six stations, temporarily headquartering in Baltimore. He will move to Philadelphia under the new organization. For more than 13 years Mr. Harder has been with WBZ-WBZA as publicity, sales promotion, news and special events director. He is a native of Philmont, N. Y. He joined Westinghouse in 1927 as publicity director of the Boston-Springfield stations and when NBC took over the programming of the stations in 1932, the entire staff was shifted to the network. Mr. Harder served on the staff of former Gov. Joseph B. Ely as radio advisor and has handled special assignments for several Governors of Massachusetts and New Hampshire.

Consumer Relations

THE Committee on Consumer Relations in Advertising met in New York May 8 and heard a report of Dr. Kenneth Dameron, director, upon activities of the recently created organization, designed to foster cooperative action in dealing with consumer problems. Present at the session were Neville Miller, NAB president, representing radio; John A. Benson, chairman, American Association of Advertising Agencies; Julius Adler, *New York Times*, representing newspapers; Chester LaRoche, Young & Rubicam, representing advertising agencies; Fred Healy, Curtis Publishing Co., representing magazines; William Raydel, Newell-Emmett Co., also representing advertising agencies.

"Twenty-six callers to see you, Sir!"

● Maybe *you* think an average of 26 callers a week isn't so many. Maybe *you* have that many callers *a day!* But listen! These people are farmers and farm leaders, representing every important farm organization in the Midwest. And they're calling *in person* on Herb Plambeck, our busy and popular Farm Editor—who also finds time to gather and edit 122 stories every week, make 25 calls, interview 40 people, write 41 letters, travel 314 miles, attend five or six farm meetings, deliver two talks, and broadcast two daily farm programs and two weekly programs. Every week in the year it's that way—so we think it's something to get a little excited about—for *you* to get excited about!

Because, look—with 25% of *all* the "Grade A" farm land in these United States . . . $659,359,000 farm income (1939) . . . Iowa is the nation's No. 1 agricultural state. WHO—located almost exactly in the center of this rich territory—covers it *completely*. And that becomes *doubly* important when you consider that 85% of all farm homes in Iowa are *radio* homes . . . and that WHO is their favorite station (want proof?).

Take it from us—the farm service facilities of WHO are important to *you*. How about letting us give you all the details?

WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC., National Representatives

Taylor-Rauh Head FCC's Legal Staff

Both Harvard Graduates; Acquired From Other Federal Agencies

ANOTHER youthful team, chosen from New Deal agencies, has been selected by the FCC to take over direction of its Law Department, with the appointments of Telford Taylor, 32-year-old special assistant to the Attorney General, and Joseph L. Rauh Jr., 29-year-old assistant general counsel of the Wage & Hour Administration. They will succeed William J. Dempsey and William C. Koplovitz, who have resigned to enter private law practice in Washington [BROADCASTING May 1].

Paralleling generally the backgrounds of their predecessors, the two new appointees are honor graduates of Harvard. While they have not constituted a legal team as had Dempsey and Koplovitz, they have been associated in Government legal work during the last few years. The appointments, by unanimous vote of the FCC, were regarded as in the nature of installing a new "junior Corcoran-Cohen" team for the FCC, as the Dempsey-Koplovitz team had become known.

Mr. Taylor, described by former associates as an outstanding Government lawyer, recommended the appointment of Mr. Rauh (pronounced Rowe) two days after he was designated for the FCC post May 6. It is understood the attorneys intend to follow the Dempsey-Koplovitz precedent by taking over identical assignments. Mr. Rauh will be senior assistant general counsel in charge of administrative and appellate activities.

Mr. Taylor joined the FCC May 6 immediately upon his appointment as special counsel. He will become general counsel upon retirement of Mr. Dempsey, expected within a fortnight. Mr. Rauh's status will be the same until such time as Mr. Koplovitz leaves. The new attorneys have had no direct experience in radio or communications but have handled litigation in related fields as Government counsel.

Denies Reports of Friction

Prior to the announcement of Mr. Taylor's appointment, Chairman Fly at a press conference May 4 refuted published reports of purported friction between the Dempsey-Koplovitz team and the Commission, notably over the recent television turmoil. Declaring he wanted their successors to follow "along the same lines", he said the retiring officials had "done a swell job and I only wish they could have stayed." He added there never was "any difference of opinion between myself and the two Bills and, so far as I know, between them and either the Commission as a whole or any individual commissioners." "I consider their going as a personal loss," he declared.

When Messrs. Dempsey and Koplovitz were appointed to the FCC a year-and-a-half ago, they were 32 and 29 respectively. Messrs. Taylor and Rauh are 32 and 29. The incoming general counsel is a graduate of Williams College and Harvard Law School and despite his youth has had seven years of varied experience in three governmental departments and as associate counsel of the Senate Interstate Commerce Committee's railroad finance investigation.

New General Counsel

TELFORD TAYLOR

The son of John B. Taylor, research scientist of the General Electric laboratories at Schenectady, the new general counsel attended local Schenectady schools and was graduated from Williams in 1928 with a B.A. degree. He taught history and political science at Williams for a year while studying for his Master of Arts degree. In 1932 he was graduated from Harvard Law School as an LL.B. cum laude, having served on the editorial board of the *Harvard Law Review*. After serving for a year as law secretary to U. S. Circuit Judge Augustus N. Hand in New York from 1932 to 1933, he was named assistant solicitor of the Interior Department, where he handled public lands and reclamation cases. The following two years he was senior attorney of the Agriculture Adjustment Administration, handling preparation of opinions, and later was engaged in legislative work with Congressional committees in the formulation of AAA legislation.

Railroad Inquiry

For the next four years Mr. Taylor was associate counsel of the Senate Interstate Commerce Committee investigating railroads and railroad finances, working under Chairman Burton K. Wheeler and Max Lowenthal, senior committee counsel. He directed the work of the New York office of the Senate subcommittee among other activities and cooperated with the ICC in the preparation of legislation to give that agency expanded powers in financial regulation of railroads, which passed the Senate last May and is now pending in the House.

Since October, 1939, Mr. Taylor has been special assistant to the Attorney General in charge of the Court of Claims section of the Department of Justice. He has appeared for the Department in many cases before the Court of Appeals for the District of Columbia and the Supreme Court. Mrs. Taylor is the niece of Dean James M. Landis of the Harvard Law School.

Former associates of the new general counsel describe him as a "middle-road liberal" who is careful and thorough in weighing facts and reaching determinations. His wide experience in holding company matters, particularly in connection with the railroad investigation, probably will be reflected in his activities with the FCC.

Leaves Labor Dept.

Mr. Rauh resigned as assistant general counsel of the Wage & Hour Division of the Department of Labor to assume the FCC post. He was born in Cincinnati Jan. 3, 1911, and is the son of a manufacturer in that city. Educated at private schools in Cincinnati, he entered Harvard College in 1928, graduating magna cum laude in 1932. He was graduated from Harvard Law School at the head of his class in 1935, also magna cum laude, and was also on the board of the *Harvard Law Review*.

From 1935 to 1936 Mr. Rauh was on the legal staff of SEC, participating in litigation involving constitutionality of the Public Holding Company Act and related litigation. In 1936 he became law secretary to Justice Benjamin N. Cardozo and served in that capacity until the death of the justice in 1938. From 1938 to 1939 Mr. Rauh was on the legal staff of the National Power Policy Committee, working directly under Benjamin V. Cohen of the Corcoran-Cohen team, who serves as its general counsel. In January 1939, he became law secretary to Justice Felix Frankfurter but in March was appointed to the Wage & Hour Administration as assistant general counsel, serving under General Counsel Calvert Magruder, now Federal judge in Boston.

At the Wage & Hour Division he has had charge of all interpretative work and the drafting of all findings in wage order cases. He participated in the Opp Cotton Mills case, which established the constitutionality of the Fair Labor Standards Act.

General Counsel's Aide

JOSEPH L. RAUH JR.

WBNX TO OPERATE FULLTIME ON 5 KW.

FULLTIME operation with 5,000 watts for WBNX, New York, is now scheduled to begin about May 15 under the FCC's grant increasing the power from the former 1,000 night and 5,000 day levels. A new Western Electric transmitter has been installed at Carlstadt, N. J., replacing the old plant on the Palisades at Cliffside, N. J. WBNX actually has been operating from the new plant since last February. It represented an investment of $100,000 and construction was supervised by Herbert L. Wilson, consulting engineer.

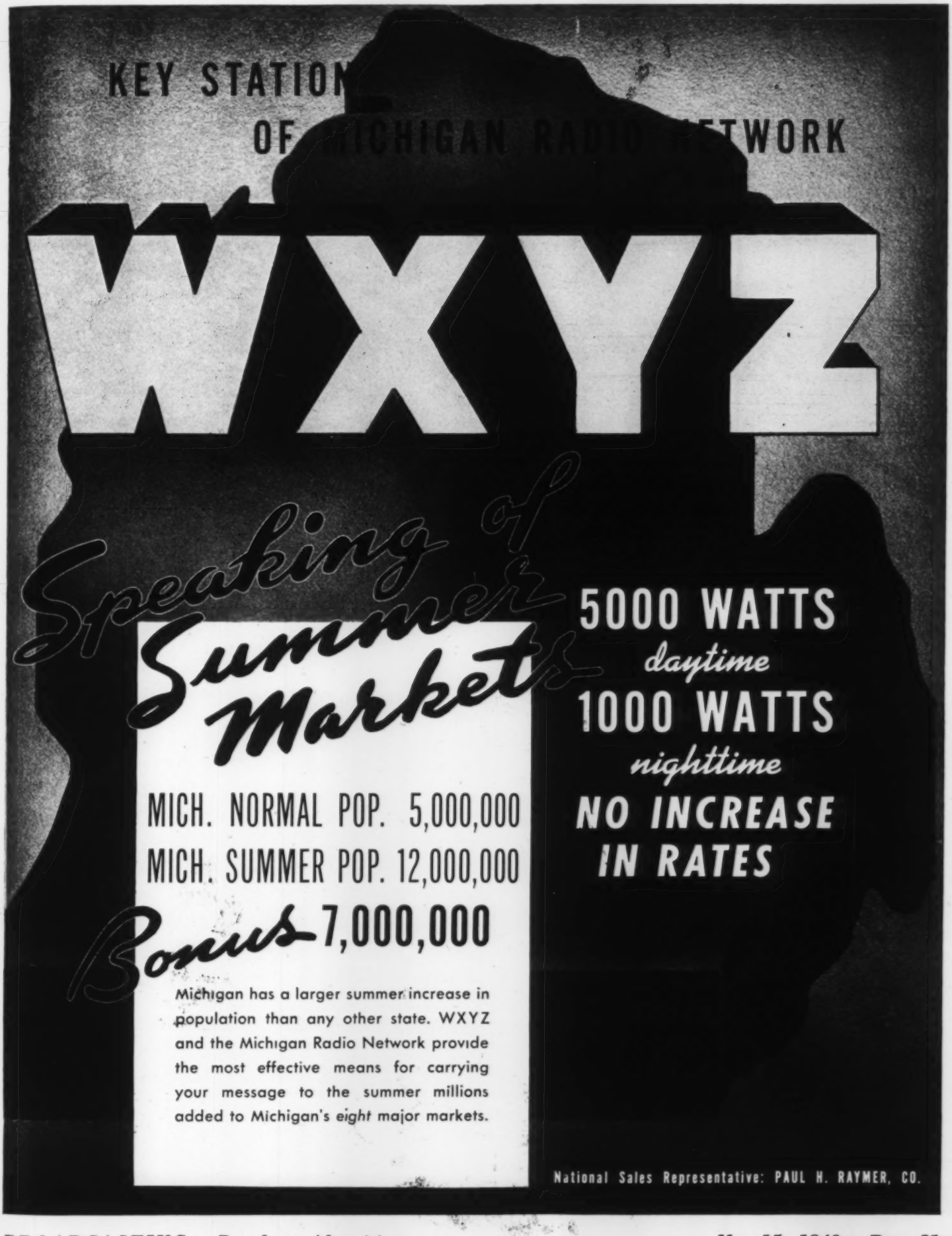
The new transmitter uses a three-element directional array antenna with maximum power radiated over the metropolitan New York area, and is housed in a modern new brick building. The 230-foot Truscon towers are supported by 84 concrete piles driven 30 feet into the marsh land, with a ground system of copper strips covering an area of about nine acres. WBNX reports that at 57th St. and Broadway the field intensity measurements of the new station equals more than 80 mv., and WBNX estimates that, based on a 2 mv. limitation, coverage has been increased from 6,487,326 to 7,969,300 population.

Intensive Pall Mall Drive Under Way in New York

AMERICAN CIGARETTE & CIGAR Co., New York, on April 30 started the largest spot campaign of its history in the New York area for Pall Mall cigarettes using five-minute programs and 40-100 word announcements on six stations. On WABC, the company sponsors four series: 100-word announcements six times weekly on Larry Elliot's *Rising Son* program; the five-minute *Odd Side of the News* program six times weekly; news, Saturdays and Sundays, 11-11:05 a. m., and news 2:55-3 p. m. Sundays.

On WEAF and WJZ, the company is using four daily recorded five-minute programs of NBC Thesaurus music, and a similar group of 40-word spot announcements, Mondays through Saturdays, split evenly between the two stations. The announcements on WEAF are during the *Forty Winks Club* program, and on WJZ during *Breakfast in Bedlam*. A total of 97 spots weekly are sponsored on WHN, 55 weekly on WMCA and 8 weekly on WQXR. Young & Rubicam, New York, handles the account.

AMERICAN TOBACCO Co., New York (Pall Mall), is negotiating with Fred Astaire, film actor, to head a proposed fall network show, to be handled by Young & Rubicam, New York.


KEY STATION
OF MICHIGAN RADIO NETWORK
WXYZ
Speaking of Summer Markets
5000 WATTS
daytime
1000 WATTS
nighttime
NO INCREASE IN RATES
MICH. NORMAL POP. 5,000,000
MICH. SUMMER POP. 12,000,000
Bonus 7,000,000
Michigan has a larger summer increase in population than any other state. WXYZ and the Michigan Radio Network provide the most effective means for carrying your message to the summer millions added to Michigan's eight major markets.
National Sales Representative: PAUL H. RAYMER, CO.

thesa

Here the trained eye and mind of the professional focus and direct the camera. The result is film that builds box office.

Obviously a camera handled by this creature lacks professional direction.

esame goes for POWER!

THE FUNDAMENTAL PURPOSE of a station's
power is to reach people with radios.
The greater the power,
the more people the station can reach.

That's elementary. But there's just as
elementary a fact that's frequently disregarded
—power unchecked spreads. The more it
spreads, the weaker it becomes.
Power harnessed and directed multiplies itself.

WOR's power-full 50,000 watts are concentrated,
directed, multiplied by means of a directional
antenna and unique over-water approach to
population concentrations. WOR's power is
increased three times by spearing it at
population centers; into cities where people
listen. It is tucked away from sparsely populated
areas on the West and the ocean on the East.
It is specifically designed to reach the greatest
group of markets in America with
the most power!

WOR

——that power-full station

XUM

More Faux Pas That Pass in the Mike

Even the Best of the Word Wielders Are Victims of Occasional Flubs

By LEWIE V. GILPIN

ONE of journalism's classic faux pas is attributed to a New England newspaper which, deferentially chronicling the life of one of the community's battle-scarred" Civil War veterans, unfortunately ended up by omitting an "r" and emerging in print with a "battle-scared veteran".

Eager to salve the outraged dignity of the deceased warrior's relatives and friends, the journal in its next issue proclaimed its apology and passed off the matter with a correction that ran something like: "The reference to the deceased as a 'battle-scared veteran' was unfortunate and unintentional. Of course we meant 'bottle-scarred veteran'."

Not every day does a double-barreled boner like this occur, but neither do "bulls" pop up solely in the printed word. Radio certainly has it share [BROADCASTING, Sept. 15, 1936; Aug. 15, 1938]. Here is a current crop collected by BROADCASTING since its last compilation.

A Matter of Names

To the famous slip by Harry Von Zell who, introducing Herbert Hoover, referred to him as "Hoobert Heever", may be added this story out of the 1936 political campaign. A flowery introduction of Col. Frank W. Knox was being delivered by a New Mexican politico at a local rally, during which the Republican vice-presidential candidate was to deliver a campaign speech. After referring to Col. Knox as the running mate of Alf M. Landon, the Republican Party's "peerless leader", with a bunch of the usual "man who" descriptions, the speaker wound up: "And now, ladies and gentlemen, it gives me great pleasure to introduce *Col. Alf M. Knox.*"

The first time KMOX, St. Louis, invited Rev. Louis Sieck of the Zion

Lutheran Church to its *Church of the Air* pulpit, studio technicians gave him a thorough schooling in the trick of concluding his sermon on the dot. Later the cleric was invited to broadcast again. This time he knew all the answers. Watching the big studio clock tick off his time, Parson Sieck smiled securely as he fancied finishing in an expert dead heat. "Glory to God in the highest," he intoned, "Amen!" Then with barely a pause he crowed, "Well boys, we hit it right on the nose." Actually Parson Sieck had fallen short of the nose by some two seconds.

Another is told of Ransome Sherman, well-known Chicago radio comedian. Waxing juvenile as m.c. of his *Club Matinee* variety program one day, he went to work on a satire on the current vogue for quiz programs. "Now children," he ad libbed, "We will begin our quizzies, and you will be put to the testies." The hush that fell over his studio audience was overpowered only when Ransome went into some rapid-fire gagging to cover up the break.

Tongue-twisters more than often cause confusion among even the most linguistically proficient announcers. Among embarrassing moments recalled by Andre Baruch was the time he announced that a Marine Roof program was originat-

ing on the "Maroon Reef". David Ross, as CBS poet-announcer, remembers the time he referred to Tito Guizar as "Tito Guitar and his romantic guizar".

Strag a Snuck

Newscaster Floyd Rodgers, of WIS, Columbia, S. C., not so long ago was amazed, coming to the phrase "struck a snag", to hear "snuck a strag" emanate from his voice box. And Milton Cross, veteran NBC announcer, probably never will forget his rendition of the "Prince of Pilsen" as the "Pill of Princeton". Deems Taylor, famed music critic and composer, tells how, during a critique on Sigmund Romberg, he meant to say, "Mr. Romberg is a great (Jerome) Kern fan"—but ended up declaring he was a "fern can". When Announcer Charles Law of WJBC, Bloomington, Ill., slips, he does it up big. Closing a Sunday evening concert of transcribed melodies he commented, "For the last 45 *hours* you have heard . . ."

Miscellaneous lapsus linguae of unsung authorship include "ragged individualists" and the "abdominal habit" of mixing beer and ice cream. One unfortunate, declaiming the merits of a wonderful new hairbrush, climaxed his dissertation with: "There are seventeen-thousandths of a hair in this brush". Another, reading a breakfast food commercial to American housewives, asked bluntly, "Does your husband wake up dull and lustless?"

Another listeners' surprise came while Charles Friedrichs, secretary of the San Francisco SPCA, speaking on one of the *Uncle Charley Pet Club* broadcasts of KYA, San Francisco, was extolling the virtues of a brave puppy. Announcer Richard Wynne was all set, with a sound-effects record, to imitate a dog's bark. The KYA audience heard Mr. Friedrichs: "And now, Rover, tell the audience how glad you are to receive this honor. . . ." And at this cue, Announcer Wynne started his record—but instead of a bark, out came the bawling of an infant.

A couple of years ago an account of a major disaster was cut into a commercial program. The bulletin announcement ended: ". . . the exact number of dead is not yet known." Listeners, switched back to the regular program, jumped or smiled, depending on their sensibilities, at a husky contralto starting to sing: "Take a number from one to ten, double it, and add a million. . . ."

When Mike Isn't Dead

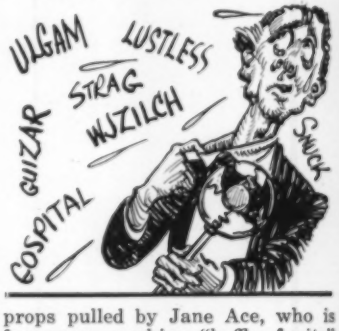
The "dead mike" has long been a source of some of the juiciest startlers. Ben Grauer, not realizing his microphone was open, is reported to have facetiously filled in a station break with, "This is WJZilch, New York". And although the mike was known to be wide open in this case, a man-on-the-street interviewer recently ran to the other extreme with a non-talking German refugee. Urging him to say something about the Nazi regime by pointing to America's freedom of speech, the announcer stepped back on his heels when the ex-German finally acceded. His exclamatory remarks about Herr Hitler all but melted the microphone.

There's a section of the law prohibiting profanity on the air—but sometimes it's no fault of the station, which certainly shouldn't forfeit its license for what some man-on-the-street might say. It was during the famous Chicago stockyards fire a few years ago that a big Chicago station was doing an outside pickup. Spectators were asked to comment. "What do you think of the fire?" the announcer asked one burly passerby. "It's a son-of-a b____ of a fire, ain't it!" came the wholly unexpected reply.

Even the British have their troubles. Witness BBC announcers' reference to "His Holiness, the Pipe", or "The Society for the Propagation of the Gospital". Or take the description of a volcanic eruption which included, according to the announcer, "a large area of lager rapidly overcoming the village". Or if you prefer, consider the news dispatch concerning changes in the equipment of London's mobile police, stating that "Arrangements have been made for the London police to change their combinations this winter."

Frequent trouble is encountered by BBC announcers, and with sometimes alarming results, in pronouncing the names of some of the localities of the native heath. Small wonder, with such as Ulgham, Garboldisham, Hardenhuish, Hautbois, Puncknowle, Meols, Twechar, Milngavie, or easier ones like Brechin City and Partick Thistle.

Among the most arresting slips of speech are the intentional mala-



props pulled by Jane Ace, who is forever engaged in a "baffle of wits" with her husband on *Easy Aces.* Among the legion of adaptations attributed to her are "the fly in the oatmeal", "looking for a needle in a smokestack", or speaking of a certain swain "in words of one cylinder", remarking that he is "just acting hard to take".

Coincidence and jumbled connections often cause queer slips that are not the fault of vocal chords. Some time ago a St. Louis announcer, waiting for a silent interval in which to read a one-minute commercial, absentmindedly chose the moment following the introductory announcement: "The next voice you will hear will be that of Pope Pius XI." During the ensuing silence the announcer chirped, "Ajax beer is the beer for me."

Wire Trouble

About a year ago consternation reigned at a Midwest station when its power line was shunted across a telephone wire. Instead of the studio program, listeners received a frank five-minute telephone discourse between a housewife and her husband, preparing to leave his office, covering the choice of food for the evening repast.

Along this same line, a well-known ecclesiastical dignitary was ready with a statement about the European crisis—a first-class historical event important enough to break into the network program. "The next voice you hear," explained the announcer, "will be that of . . .". But from somewhere among the nooks and crannies of a Midwestern outlet, where the right switch had not been thrown, came an impressive and startling "Kilch's beer will quench your thirst".

In a special department, *Radio & Screen Guide*, fan magazine, prints weekly a list of prize-winning flubs,

(*Continued on page 71*)

THE SALESMEN CALL ME THEIR DREAM GIRL NOW!

1 "You know how it is when a girl has her desk outside the Boss's office. When the boys come in off the road, they sort of stand around and let things drop.

2 "All last winter they kept talking about radio—arguing that this or that was best in their territories. Me? I just listened.

3 "Pretty soon the Boss started growling at me. Once he even lost his temper unintentionally.

4 "'These men of ours all need different kinds of radio broadcasting,' he mutters, 'different kinds of talent, news, sports, music, drama, announcements, live and recorded—all at different times in different cities.'

5 "'Some say they need a single high-power station to fit their territories—others want regional coverage.' 'Why don't you give them all what they want?' I ask. 'That would mean about five different kinds of radio,' he snaps back.

6 "'What if it would?' I says, 'you can have as many kinds as you like if you use SPOT RADIO. That's the way a national advertiser solves each local radio situation—precisely."

Wide-awake Salesmen find SPOT RADIO makes dreams come true

It gives broadcasting the flexibility that meets the local needs of national advertisers. SPOT RADIO means using radio stations individually—at the best possible time for each territory, with shows of any length or type, live or transcribed.

Local sales drives, special tie-ins, introductory offers—all can have the individual touch that makes every penny count and turns "just another campaign" into a smash success!

ANY TIME **ANY LENGTH** **ANY WHERE**

For any advertiser or agency executive who wants to see how SPOT RADIO can meet his individual situation, we shall be very glad to prepare a special outline.

EDWARD PETRY & COMPANY, INC.

Representing leading Radio Stations throughout the United States—individually

Offices in: **NEW YORK • CHICAGO • SAN FRANCISCO • DETROIT • ST. LOUIS • LOS ANGELES**

XUM

Sawyer to Acquire Control of WING

Option Price for 51% Stock Is Reported at $51,000

CONTROL of WING, Dayton, will be acquired, subject to FCC approval, by Charles Sawyer, vice-president and general counsel of Crosley Corp. and Democratic national committeeman from Ohio, under an option held by the Ohioan, expiring June 1. The option price for 51% of the stock is understood to be $51,000.

Mr. Sawyer

Mr. Sawyer holds an option to acquire 100% of the station over a period of five years. Should the present licensees desire Mr. Sawyer to take over 100% of the station on June 1, which is their privilege, the price will be $100,000. Mr. Sawyer, on the other hand, holds an option to acquire the remaining 49% within a five-year period at $75,000, or an aggregate of $126,000.

Seeking Two Locals

Mr. Sawyer is an applicant for new local stations in Lancaster and Springfield [BROADCASTING, April 15]. He was Democratic candidate for Governor of Ohio last year and, in addition to being director and counsel for the Crosley interests, including WLW and WSAI, he is also identified with the Cincinnati Baseball Club and owns controlling interest in the *Lancaster* (O.) *Eagle-Gazette*.

Management of WING was taken over last June by Ronald B. Woodyard, formerly of WALR, Zanesville, upon retirement from active management of Stanley M. Krohn Jr., principal stockholder, who remained as president. At that time the station was completely reorganized and an NBC optional Red and Blue affiliation was procured. Mr. Krohn Jr. is listed as owner of 51% of the stock in WSMK Inc., licensee, with his father, S. M. Krohn Sr. holding 20%, and Lee Forest of Cincinnati holding 12%. The station operates on 1380 kc. with 500 watts day and 250 watts night.

New Group Gets KEEN

A NEW company, formed to take over KEEN, Seattle, a 100-watt outlet on 1370 kc. which shares time with KRKO, Everett, Wash., was authorized by the FCC May 8 to acquire the station from KVL Inc., licensee. The new company is Evergreen Broadcasting Corp., and it is headed by Robert S. McCaw, president, owner of 48 shares. J. Elroy McCaw, manager and part owner of KELA, Centralia, is vice-president and has subscribed to 25 shares. Walter L. Wyckoff, Seattle, is secretary-treasurer, and holds 375 shares. Other stockholders are Fred Bianco, president of Seattle Shipbuilding & Drydocking Corp. and Bianco Coal Mines, 125 shares, and R. R. Groninger, insurance man, 125 shares. They acquired the stock from E. F. Dailey, Seattle attorney; Arthur C. Dailey, manager, and Mrs. E. C. Dailey, of Everett, equal stockholders.

CROWNED KING of press relations men at a surprise celebration staged in latter April by the WLW-WSAI staff, Cecil Carmichael, assistant to the Crosley vice-president, James D. Shouse, was presented with "Carmichael Jr.", a black bear cub, represented as being the wayward offspring of Jack Benny's (Jello) Carmichael. Mayor James Garfield Stewart, of Cincinnati, who crowned Carmichael (left) looks on as Carmichael nurses Carmichael Jr., with Mr. Shouse at right. All was well until Jr. began to upset things at the Carmichael home, romping over furniture and doing calisthenics on the chandelier. He has been given to the University of Cincinnati as mascot for the Bearcats, the school's football team.

Newspaper Buys WSAR, Fall River

Welch Closes Deal for Sale At a Reported $175,000

WILLIAM T. WELCH, who with Mrs. Welch owns complete control of Doughty & Welch Electric Co. Inc., licensee of WSAR, Fall River, Mass., has closed negotiations for the sale of that station for $175,000 to the publishers of the *Fall River Herald News*. Application for transfer of ownership to the newspaper company's subsidiary, the Fall River Broadcasting Co., has been filed with the FCC.

WSAR operates with 1,000 watts fulltime on 1450 kc., and is an outlet of both the Yankee and Colonial networks as well as MBS.

Sevigny to Direct

The transaction involves half cash and half notes payable over five years. Mr. Welch, who is also an electrical contractor, remains on the station's payroll as consultant but will relinquish its active management. The new manager remains to be selected. Charles E. Sevigny, president of the newspaper company, handled negotiations and is expected to direct the station's operation.

The *Fall River Herald News* is controlled by the same interests that own the Kelly-Smith Co., national newspaper representatives, who formerly represented stations but who last year set up Headley-Read Co. as a separate radio representation firm. Headley-Read presumably will assume representation of WSAR.

Buying Control of KFQD

WILLIAM J. WAGNER, chief engineer of KFQD, Anchorage, Alaska, 250-watt outlet on 780 kc., has entered into an agreement with R. E. McDonald to purchase his two-thirds stock interest. Mr. Wagner now owns one-third, acquired in 1938, and Mr. McDonald acquired his control last June 21 when the FCC authorized his purchase of the holdings of Edward Lowe Jr., of San Francisco, and others. The transfer requires FCC authorization.

Buying WMAN Control

CONTROL of WMAN, Mansfield, O., new 250-watt daytime station on 1370 kc. which went on the air last November, will be acquired, if FCC approval is obtained, by Monroe F. Rubin, Cleveland businessman, who has agreed to purchase the 93 shares owned by George Satterlee, Mansfield restaurant and market owner. The purchase price would be $19,900. Mr. Rubin already owns 50 shares of the stock, which he acquired recently by purchase. He is also a stockholder in the companies operating WHK-WCLE, Cleveland; WHKC, Columbus, and WJW, Akron. Remaining stockholders in WMAN are John F. Weimer, 51 shares; Clyde Kessel, local auto dealer. 26; Alfred Reeke, Cleveland, 30. WMAN on May 8 was granted fulltime with 250 watts by the FCC.

J. M. West Group Would Acquire KTBC Facilities

CONDITIONAL upon an FCC adjudication that KTBC, Austin, Tex., should lose its license as one of the six outlets involved in the Rev. James G. Ulmer "hidden ownership" investigation [BROADCASTING, Feb. 15, May 1], a group of Texans has applied to the Commission for the facilities of that station. KTBC now operates with 1,000 watts specified hours on 1120 kc.

Applicants for its facilities are J. M. West, Texas financier who owns the *Austin Daily Tribune* and *Dallas Dispatch Journal;* J. Marion West, his son; P. M. Stevenson, Austin attorney, and T. H. Monroe, Houston business man. Previously, the senior Mr. West headed a company which proposed to buy the station from its present licensees for $50,000 [BROADCASTING, Feb. 1]. This deal, however, has been dropped in view of the FCC investigation into the financial setup of KTBC and five other Texas stations.

RELIABLE reports have been received by BROADCASTING, but have not been verified by the principals involved, that KVAK, Atchison, Kan., 100 watts on 1430 kc., will shortly be sold to W. H. Reitz, its manager.

SCHOLTZ-BOWLES SEEK 7 STATIONS

SIX NEW stations in as many Florida communities are sought in applications now on file with the FCC by companies headed by former Gov. David Scholtz of Florida, now a Miami attorney. Associated with Mr. Scholtz in the applicant companies are his brother, Carl Scholtz, Miami insurance man; George H. Bowles, former owner and operator of several California stations; Mrs. Nelle M. Joyce, of Miami, and others.

The applications are in the names of separate corporations, all of which are capitalized at $10,000, and ask for the following new stations and facilities: Miami, 500 watts night and 1,000 day on 940 kc.; Tampa, 500 watts night and 1,000 day on 920 kc.; West Palm Beach, 500 watts night and 1,000 day on 780 kc.; Hollywood, 250 watts on 1420 kc.; Sanford, 250 watts on 1370 kc.; Key West, 250 watts on 1310 kc.

In addition to these, a seventh station is sought by Carl Scholtz personally. He has applied for 250 watts on 1420 kc. in Fort Pierce.

In the six companies Gov. Scholtz and Mr. Bowles each holds 33% of the stock; Carl Scholtz, 16 to 17%; Mrs. Joyce, 16 to 17%; miscellaneous others, including local residents of the several cities, qualifying shares of 1%.

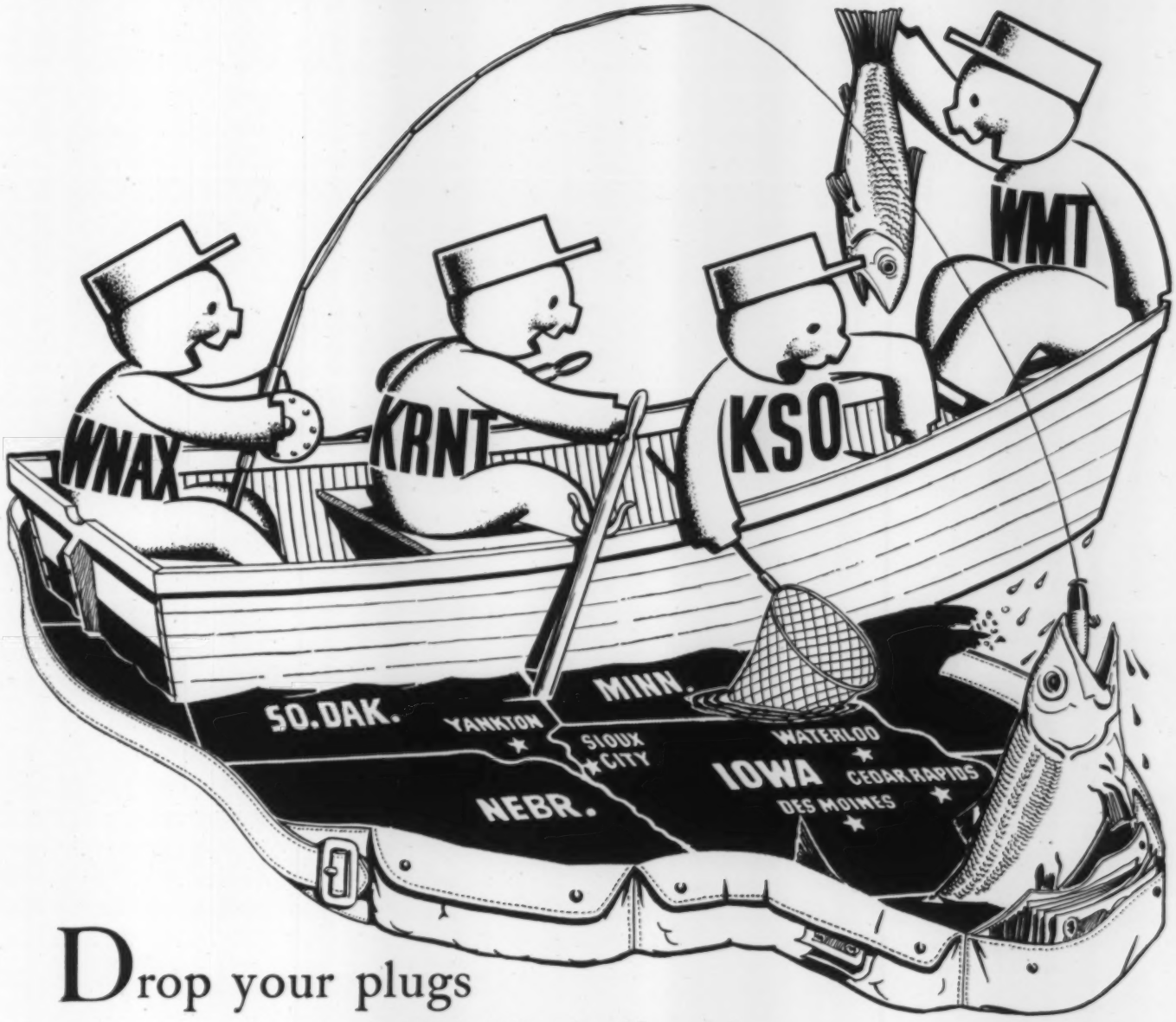
WJHO, in Opelika, Ala., To Take the Air in June

FIRST of the 1940 crop of newly-authorized local stations to go on the air will be WJHO, Opelika, Ala., authorized for construction last Jan. 10 by the FCC to use 100 watts night and 250 day on 1370 kc. John Herbert Orr, auto dealer and one of the four partners in the venture, whose initials were used for call letters, will manage the station. Harry L. Grimes, formerly with WGAU, Athens, Ga., will be program and musical director. Woodrow Darling will be chief engineer.

The station, scheduled to begin daily operation June 15, is equipped with Collins transmitter and special equipment, a 325-foot Wincharger tower and RCA microphones and turntables. It is installing UP teletype and will use NBC Thesaurus. Remote studios will be maintained in Auburn, Ala. Associated with Mr. Orr in ownership of the station are Thomas D. Samford Jr., attorney; Yetta G. Samford, insurance man, and C. S. Shealy, cotton broker.

Lee Tire to Repeat

LEE TIRE & RUBBER Co., Conshohocken, Pa., recently staged a spot campaign for four weeks to promote a special tire sale. The transcribed announcement series included 22 stations in New England, Middle Atlantic and Southern States with live announcements on WOR, Newark. The campaign included WSB WBAL WEEI WKBW WBT WTIC WOR WWL WTAR WCAU WFIL KDKA WPTF WHAM WJSV WSAN WHP WRAW WDEL WORK WMC WRVA. A similar campaign over the same stations is planned for the near future. Agency is Benjamin Eshleman Co., Philadelphia.



Drop your plugs where you get REAL *strikes* . . .

. . . in "America's Money Belt"

It's always "good fishing" in America's Money Belt, where the folks buy what they need *when they need it.* Reason? . . . they have "what it takes." The cash spawn of this richest farming section in the country is 17% of the entire nation's farm income!

That money is spent, too. Retailers in the area did a business of more than $1,500,000,000 last year . . . which is plenty of fish! You should be getting your share of that business . . . you *can* get it in "America's Money Belt" with the help of The Cowles Stations.

You see, we reach 385 counties in our primary area — counties completely covered by no other medium. Every station of our group does a bang-up job by itself, so whether you "spot cast" — troll with a single line — or use our "three-way net," you'll find there's no limit to the catch here.

Want to see our season's record? Just write us, today. We have a string of results of which we're mighty proud . . . we like to show 'em off.

The Cowles Stations

WMT CEDAR RAPIDS WATERLOO ★ **KRNT** DES MOINES ★ **KSO** DES MOINES ★ **WNAX** YANKTON SIOUX CITY

Affiliated with THE REGISTER AND TRIBUNE, Des Moines, Iowa

Represented Nationally by THE KATZ AGENCY

St. Louis Situation Relieved As Result of FCC Reallocation

KSD Fulltime; KXOK to 630 kc. 5 kw.; More Time For KFUO; KWK Boost; WGBF, KFRU Aided

ENDING six years of controversy among St. Louis stations, the FCC May 8 ordered what amounted to a "junior reallocation" involving six stations. All are substantially improved through frequency shifts or power increases.

KSD, *St. Louis Post-Dispatch* station, KXOK, operated by the *St. Louis Star-Times*, and KFUO, the Lutheran Synod's part-time station, are the principal beneficiaries. The FCC ordered changes which will mean fulltime operation for the pioneer KSD; a shift in frequency from 1250 kc. to 630 kc. for KXOK with 5,000 watts fulltime; and additional hours of operation for KFUO, which shifts from 550 kc. to 830 kc.

KWK, St. Louis Blue network outlet, was authorized to increase its power to 5,000 watts fulltime on its present 1350 kc. channel, using a directional antenna. WGBF, Evansville, Ind., heretofore operating part-time on 630 kc., was authorized to shift to 1250 kc. with fulltime. KFRU, Columbia, Mo., which shared time on 630 kc., was ordered to shift to 1370 kc. with fulltime and 250 watts.

KSD Gains 28 Hours

Solution of the problem, which has been carried to the courts on several occasions, came following direct negotiations with the FCC by the interested parties. It was concluded that better service could be rendered to all areas by the shifts.

KSD, operating since 1922, has shared time with the Lutheran station, which has been non-commercial. As a result of the FCC order, KSD will gain the 28 hours a week it has been relinquishing to KFUO since 1927. KFUO, by shifting to 830 kc. with 1,000 watts day and night, will gain more time since it will operate from local sunrise to sunset at Denver, where KOA, dominant station on the channel, is located.

These shifts, under the Commission order, are to become effective not later than July 1. It is understood June 13 has been set as the tentative date.

KSD is an NBC basic Red outlet. KFUO has operated on a non-commercial basis, but it is understood it proposes to go commercial with its new facilities.

Both KXOK and KFRU are owned by the newspaper interests headed by Elzey Roberts, prominent St. Louis publisher and former chairman of the Radio Committee of the American Newspaper Publishers Assn. Neither station is regularly network affiliated and Mr. Roberts says he has no present plans regarding network operation. He advised BROADCASTING May 8 he would seek to relocate the KXOK transmitter for operation on its new frequency with 5,000 watts unlimited time as speedily as possible. Installation of a directional antenna is involved. A new site already has been purchased and the plans will be pushed to fruition possibly within three months, he indicated.

All parties according to the FCC, were said to be satisfied with the adjustment of the situation, which in the past has involved other stations in the St. Louis area. George M. Burbach, general manager of KSD, in commenting on the order, declared that the arrangement should give the radio audience more local, civic, religious and cultural programs.

As a result of the FCC order, KSD's added 28 hours a week, the former KFUO time used primarily for church purposes, including 7 a.m. to 12:30 p.m., 3 to 4:30 p.m., 9:15 to 10:15 p.m., Sundays; 7 a.m. to 8 a.m., 9:30 to 9:45 a.m., 12:15 to 12:45 p.m., Mondays through Saturdays; 10 to 11 p.m., Mondays through Fridays. Use of this additional time, Mr. Burbach said, will make possible the broadcast of many programs, notably those of the Red network, which heretofore have not been available to St. Louis listeners because of the time-sharing arrangement.

WGBF agreed to the arrangement, since it makes possible fulltime operation for it on 1250 kc., presently used by KXOK, in lieu of part-time on 630 kc. It also is required to install a directional antenna on 1250 kc., using 5,000 watts day and 1,000 watts night. The station, headed by Clarence Leich, is an NBC outlet.

KFRU Gets Fulltime

KFRU procures fulltime operation with 250 watts on 1370 kc. in lieu of its present 1,000 watts local sunset and 500 watts night on 630 kc., sharing with WGBF. Resident manager of KFRU is C. L. (Chet) Thomas, but Ray V. Hamilton, manager of KXOK under Mr. Roberts, has supervised the direction of both stations, along with his brother, John Roberts.

KWK had pending an application for the 630 kc. assignment in St. Louis which the FCC announced has been designated for hearing. Simultaneously, the FCC granted the Blue network outlet's petition to reinstate its application for 5,000 watts unlimited time on its present directional antenna system, subject to FCC approval.

Camel's Plugs

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C., is testing different and amusing methods of introducing the commercials on its *Al Pearce & His Gang* program, which started May 3 on CBS for Camel cigarettes. The first program featured Arthur Q. Bryan as a "sponsor heckler". Wm. Esty & Co., New York, is the agency.

Chain Tests Discs

INTERSTATE Dept. Stores, operating 38 stores in cities throughout the East, South and Midwest, during the week of May 13 started test campaigns in three cities using *The Adventures of Pinocchio*, thrice-weekly series produced by Radio Attractions, New York. Cities are Utica, New York, for the Boston Store; Fort Wayne, for Grand Leader, and Akron for Federman Co. A complete promotion package with suggested commercial copy, tie-ups and displays will be available to each store in the chain. Recent sponsors signing for the Radio Attractions series *The Shadow of Fu Manchu* include Buffalo Rock, soft drink distributors, on WAPI, Birmingham; Friedman Clothes on WEST, Easton, Pa., and Red & White Stores on KHQ, Spokane.

Gruen's Dealer Discs

GRUEN WATCH Co., Cincinnati, is sending to its dealers a new series of quarter-hour transcriptions for placement on local stations. The series, recorded by NBC Radio-Recording Division, features Lyn Murray, Beatrice Kay and Donald Voorhees' orchestra. Agency for Gruen is McCann-Erickson, New York, although this series is placed locally by jewelers.

THE SPANISH influence pervades both exterior and interior of this magnificent home of the new KROD, El Paso, scheduled to go on the air early in June with 250 watts on 1500 kc. Licensed to Dorrance D. Roderick, publisher of the *El Paso Times*, the station represents a $100,000 investment, including transmitter plant and this studio and office building devoted exclusively to radio. It is RCA equipped throughout. Merle Tucker, formerly manager of KSAL, Salina, Kan., will be manager; Dow Ben Roush, former manager of KTUC, Tucson, commercial manager; H. Arthur Brown, conductor of the El Paso Symphony, musical director.

Herbert Southard Death Brings WBAP Changes; Cranston Now Manager

SHIFTS in the staffs of WBAP and KGKO, Fort Worth, have been necessitated by the death April 30 of Herbert C. Southard, 41, who since 1931 had been associated with WBAP as announcer, program director and station manager. George Cranston, assistant general manager of KGKO under Harold Hough, supervisor of radio for the Amon Carter interests, becomes manager of WBAP; Ed Lally, program director of KGKO, becomes WBAP program director, and Jack Keasler, KGKO commercial manager is now commercial manager of WBAP.

Mr. Southard

Mr. Southard rose to the managership of WBAP after leaving KFPW, Fort Smith, Ark., in 1931. A native of Greenwood, Ark., he attended Arkansas Technological College and during the war received a commission as an Army officer. The armistice was signed before he could get overseas. In 1936 he was selected to announce the Paul Whiteman broadcasts from the Fort Worth Frontier Centennial. He also had charge of WBAP's famous *Behind the Walls* program which originated at the State Penitentiary in Huntsville. He had been ill for two months and a letter expressing hope of speedy recovery and signed by more than 100 convicts with whom he had been associated in handling the broadcasts was received by him just before he died.

Mr. Southard also was intimately associated with Gov. Lee O'Daniel in handling his flour company broadcasts over WBAP and the Texas Quality Network which led to his successful campaign two years ago for the governorship. Gov. and Mrs. O'Daniel were among the mourners at the funeral services May 1, attended also by Hugh Halff, WOAI, San Antonio; Kern Tips, KPRC, Houston; J. M. Moroney, *Dallas News;* Martin Campbell, WFAA, Dallas; Carr Collins, Dallas; Ken Douglass, KTOK, Oklahoma City, and many other associates and friends.

Surviving are Mrs. Southard, a 16-month-old daughter, and Mr. Southard's mother and sister, both residents of Fort Smith.

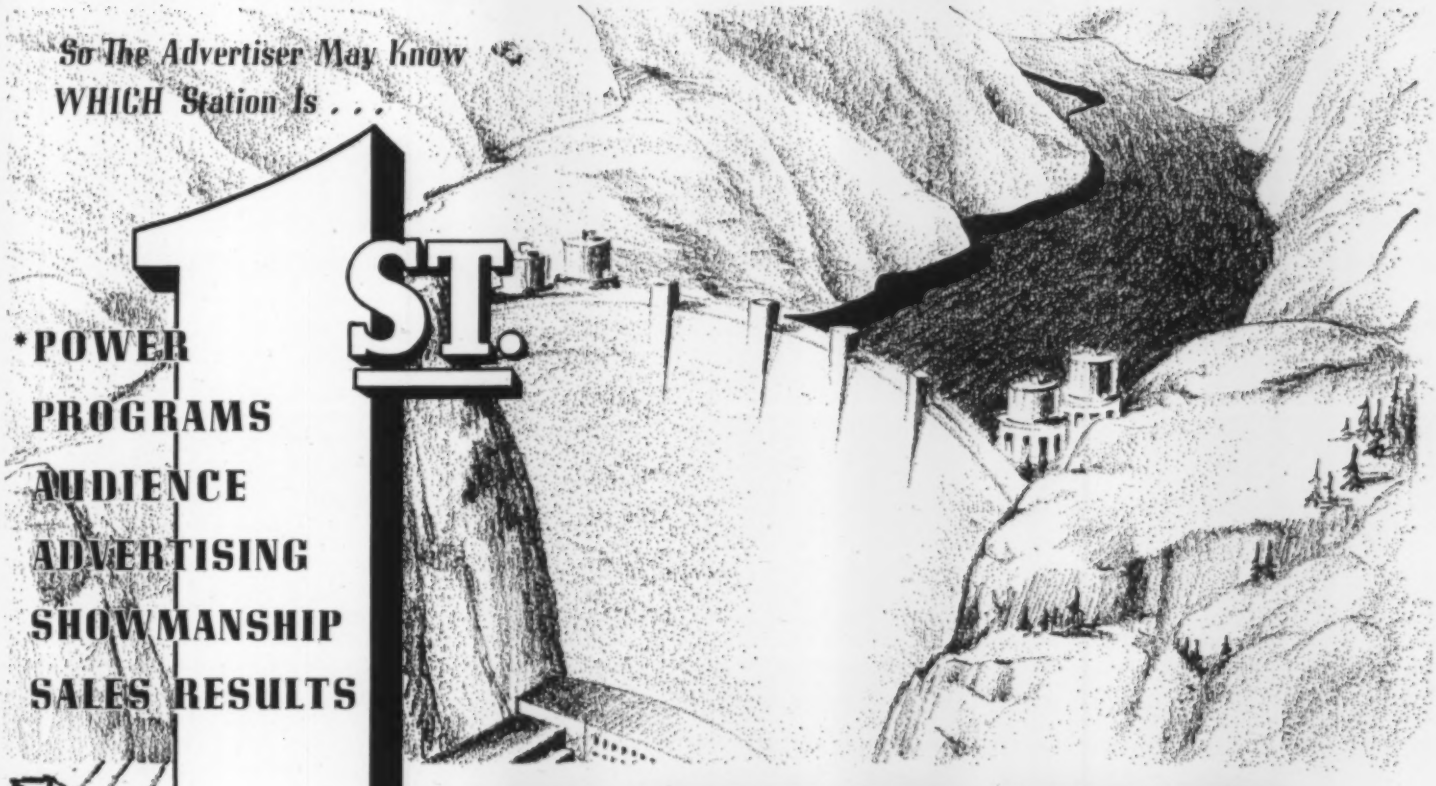
New Clark Spots

CLARK CANDY Co., Philadelphia, has started its third series for Clark candy bars using one-minute announcements featuring Ford Bond and recorded by NBC Radio-Recording Division for placement on 26 stations throughout the country. Albert P. Hill Co., Pittsburgh, is agency.

Heatter's Mound News

PETER PAUL Inc., Naugatuck, Conn. (Mounds candy), on April 28 started *Gabriel Heatter* on WGN, Chicago, Sundays, 9:45-10 p.m., and continues to sponsor his news talks on WOR, Newark, Sundays at 7:45 p.m. He is also heard in transcribed spots on many stations. Agency is Platt-Forbes, New York.

So The Advertiser May Know
WHICH Station Is . . .



1ST. IN DENVER
in Everything!
IN *POWER

*POWER
PROGRAMS
AUDIENCE
ADVERTISING
SHOWMANSHIP
SALES RESULTS

KOA has the power, the punch, with its 50,000 watts, to cut through and be heard clearly and satisfactorily by its vast audience of listeners.

It is the only 50,000 watt station within 500 to 700 miles in any direction from Denver. That's one important reason why its coverage is so great and its listeners so loyal.

KOA's great coverage means "lowest cost per 1000 radio families" in the Denver market area.

This great physical power of KOA typifies equally great result-producing power for advertisers. It is one important reason why more National Spot and Local advertisers use KOA than any other station in the Denver area.

Represented Nationally by NBC SPOT Sales Offices

NEW YORK · CLEVELAND
CHICAGO · DETROIT
SAN FRANCISCO · HOLLYWOOD
BOSTON · PITTSBURGH

Mu$ico Program Is Tested by A&P

New England Version May Be Extended If Successful

GREAT ATLANTIC & PACIFIC TEA Co., New York, after more than 2½ years off the air, on May 1 returned with a test campaign for all A & P products on three CBS New England stations, WEEI, Boston; WPRO, Providence, and WGAN, Portland. The program, presented Wednesdays, 10:15-10:45 p. m., consists of a new version of the copyrighted song-guessing game, *Mu$ico*, to be played by listeners for cash prizes.

Listeners may obtain from local A & P stores cards containing five rows of five horizontal squares, four of which are filled with the names of songs and the fifth space blank. The orchestra plays songs during the broadcast, which are checked on the cards by those listeners who recognize the titles. An original song is played twice on the program. When a line containing four song titles is filled in, a title for the original song can then be written in the blank space, the prize-winning title to be announced on the following week's broadcast.

May Be Extended

First prize in the contest is $100, plus 50% of the original song's royalties when published. Each song is filed with Broadcast Music upon receipt. Other prizes are $50, $25, $15 and $10, in addition to 1,000 merchandise tickets redeemable for baskets of groceries at local A & P stores. Ken Overman is m.c. of the program, which features Charles Hector and his WEEI orchestra.

Mu$ico was subject to a test court suit in Peoria, Ill., last fall when WMBD, Peoria, was ordered to fulfill its contract with H. W. Kastor & Sons, agency placing the program for Kroger Grocery & Baking Co. [BROADCASTING, Dec. 1]. At that time the court ruled that *Mus$co* did not violate any statutes or laws dealing with lottery in the test case brought by Clef Inc., owner of the program, against WMBD. A & P, in the new version of the game, has introduced the element of skill with the original song title idea. The company may expand the program to a larger network this fall if the test proves successful, it is understood, in such case cooperating with the National Tea Co., sponsor of *Mu$ico* on WGN, Chicago. Paris & Peart, New York, handles the A & P account.

A & P, a pioneer radio advertiser, first sponsored the *A & P Gypsies* with Harry Horlick's Orchestra in January, 1927, continuing the program until 1936 on NBC-Red. The company then shifted to CBS presenting the *A & P Bandwagon* with Kate Smith in the interests of its coffees. It sponsored various other daytime serials until June, 1937, when it dropped all network advertising until the present campaign.

TULIP TIME in Holland (Mich.) again will be the occasion for perennial sponsorship of a special hookup of 72 CBS stations May 18, 2-2:30 p.m. (EDST), with rebroadcast for the West, 9-9:30 p.m. The twelfth annual tulip festival of the Michigan community will be sponsored on a one-time basis by Holland Furnace Co. Ruthrauff & Ryan, Chicago, handles the account.

Federal Indictments in Chicago Charge Use of Radio Wire-Tapping Apparatus

AN INDICTMENT charging the operation of an unlicensed "broadcasting" station in violation of the Communications Act was returned in Chicago April 26 against four men, three of them allegedly formerly associated with Capone enterprises, who, it is charged, used radio to disseminate horse racing information. Those indicted were Frank J. (Chew Tobacco) Ryan; Hymie (Loud Mouth) Levin; Harry (Greasy Thumb) Guzik, and Maurice L. (Goldie) Goldstein.

The "broadcasting" station, according to the Government, was a highly technical wire-tapping device using miniature transmitters which weigh approximately one pound and can be purchased at radio supply stores for less than $10. The range of such transmitters is approximately 100 yards. In other instances, however, it was contended, transmitters of greater power whose range was increased to approximately a quarter-mile were used. Several bookmakers in different locations adjacent to the more powerful transmitters were thus able to use it simultaneously, according to the prosecution.

Telephones Utilized

Racing news was received by telephone, the indictment alleges, and "phono-oscillators" converted these messages into radio waves. The telephone thus became the microphone of the transmitter. Standard receiving sets in bookmakers' rooms, it is claimed, picked up these low-power "broadcasts" of race results and other sporting information.

The men were trapped when their "transmitters" began interfering with reception of two standard stations—WKZO, Kalamazoo, on 590 kc., and WMT, Cedar Rapids, on 600 kc. (Later information revealed that similar "broadcasts" interfered with Chicago reception of WLW, Cincinnati, on 700 kc.) BROADCASTING learned authoritatively that these interferences were detected by the Chicago field office of the FCC.

At the same time this indictment was handed down, two others also were returned. One charges Western Union Telegraph Co. of New York and 11 individuals with conspiring to violate the Federal lottery laws by distributing "prize lists" across State lines. The Government interprets pari-mutual betting odds and race results as lottery prize lists. The other indictment accuses three Chicagoans of operating a relay station in a racing news setup.

All the defendants, according to the indictments, saw an opportunity to re-establish through radio and telegraph wires the national race reporting service which was dissolved last year by M. L. Annenberg, Philadelphia publisher and former head of Nationwide News Service. Maximum penalty upon conviction of any of the charges is a jail term of two years and a fine of $10,000.

Samuel Klaus, assistant U. S. Attorney, is the special prosecutor in charge of this drive to suppress illegal traffic in handbook services. Federal Judge James H. Wilkerson presided at the hearings.

Chicago Tribune photo

MIDGET "broadcasting" transmitters such as this, with an ordinary telephone as microphone and whose transmissions are receivable on standard receiving sets in bookmakers' rooms, were seized recently by Federal officers in the Government drive to suppress illegal transmission of horse racing results. Inspecting one of the tiny outfits is Samuel Klaus, Dept. of Justice attorney assigned by Washington, who is special prosecutor in charge of the drive in the Chicago area.

Test Spots for Chelseas

LARUS & BRO., Richmond, Va., the middle of April started a schedule of spot announcements for its new Chelsea cigarettes, using six spots weekly on WMAL, Washington, and seven spots weekly on WFBR, Baltimore. The test campaign is to introduce the cigarettes in packages of 24 at 15 cents in states where there is no extra tax. More stations may be added later. Warwick & Legler, New York, is the agency in charge.

So. Cal. Campaign

ALL-YEAR CLUB of Southern California, Los Angeles (tourist promotion), through Lord & Thomas, that city, in a 26-day campaign which ends June 1 is using daily dramatized one-minute transcribed announcements on WHO KMBC KRLD KOA KSL.

More for Gardner

GARDNER NURSERY Co., Osage, Ia., has expanded the list of stations in its spring campaign to 203, using 5 and 15-minute programs featuring transcriptions and live talent. The additional stations in the campaign, placed by Northwest Radio Adv. Co., Seattle, include:

WTAG WTBO WBAB KGDM WJBK WDGY WDAS KOAM WNBC KWK KOB KSEI KCKN WDBO KFAB WSMB WHJB WIS WREN WMAZ WEBR WWRL KIT WGST WEDC WMCA WSLB KUJ WEBQ WTMV WRAL WOR KLX KFKA WBNS WIRE KOMA WISN WHBU KIEM WDSU WCAU WTAQ WJAS WSAI KANS KUIN WCLO WESG WHFC KWKH KPO WAPI WGAN WOL WTCN KFAC KTRB WCBM WMEX KYA KJBS WLAW.

MEMBERS of Congress, with their wives and children, will be guests of NBC at a special broadcast and television show May 23 when a Congressional party of 300 arrives in New York for a four-day visit to Radio City and the World's Fair.

YANKEE, COLONIAL PROMOTE DRUG FAIR

BRINGING headline talent to the exposition floor, the elaborate broadcasting booth erected by Yankee and Colonial networks especially for the occasion became the focal center of the New England Drug & Health Show, held April 30-May 4 in Boston. Yankee-Colonial cooperation in making the show a success extended not only to originating several of its own top programs direct from the exposition, but also to representing the show in securing appearances by Horace Heidt's and George Olsen's bands.

The network assembled a large 20 x 28 x 14-foot soundproof, glass-front broadcasting studio on the stage of the exhibition, from which it originated several of its headline shows. At the opening session on April 30, the Colonial-MBS *Laugh 'n' Swing Club*, starring Morey Amsterdam and Mabel Todd, filled its regular network spot from the booth. During the remainder of the week a steady stream of Yankee-Colonial programs and personalities appeared at the show.

With Jim Britt as m.c., the evening of May 2 was designated New England Sports Night and featured a broadcast of *Sports Writers' Quiz*, with appearances also by Jack Stevens and Babe Rubenstein. At the regular broadcast of Schrafft Candy Co.'s *Young America Speaks* on May 3, the booth was specially decorated by the sponsor, and each contestant received a box of Butter-Krackle Bar, product sponsored on the program. The Yankee Network staff band, directed by Andy Jacobson, made several appearances at the show, along with Zara's Marimba Melodies and Bailey Axton.

Yankee-Colonial also was represented in the business clinics for druggists held during afternoons of the show. A discussion of "How to cash in on nationally advertised brands" was participated in by Carleton McVarish, Yankee-Colonial research director, with John Reed, of the *Boston Globe*; Wroe Alderson, of Curtis Publishing Co. and Edward Donnelly, of the Donnelly Outdoor Adv. Co.

Quaker Adds Shore

WITH an eye on the flow of Philadelphia's metropolitan population to Southern New Jersey resorts during the summer, an extension of the Quaker Network was effected late in April through an arrangement by which WSNJ, Bridgeton, N. J., was hooked up with WFIL, Philadelphia, key station of the network. Permanent lines have been installed between the two stations and it is planned to feed WFIL and Quaker Network features to resort listeners through WSNJ at any time from 6 a. m. to 12 midnight, according to Roger W. Clipp, general manager of WFIL, and Howard S. Frazier, WSNJ manager. WSNJ operates on 1210 kc. with 250 watts.

Pierson-Haley Dissolved

DISSOLUTION of the law partnership of Andrew W. Haley and W. Theodore Pierson, effective June 1, has been announced, and the former FCC attorneys will open separate offices. Mr. Pierson left the FCC Jan 1, 1939, to open his own law offices. He was joined Aug. 1 by Mr. Haley. Mr. Pierson has taken offices in the Munsey Bldg., Washington. Mr. Haley will remain in the Earle Bldg.

"THE WINNING OF THE WEST"

CAPTAIN MERIWETHER LEWIS

The Tale that Took a Hundred Years to Tell!

In the year 1803, Captains Meriwether Lewis and William Clark with a small band of fearless followers, pushed far into the American Northwest. Theirs was an expedition of vital importance to the newly born United States. It was the first chapter in the American saga of the "Winning of the West." But it was a chapter that remained closed to Americans until 1903...a century later...when the complete journals of Lewis and Clark were discovered and published. Theirs was the tale that took a hundred years to tell!

CAPTAIN WILLIAM CLARK

The family of RCA would have given America a running account!

FROM the moment Lewis and Clark ventured into the unknown, NBC engineers and announcers would flash news of their progress out over the two great NBC broadcasting networks. Portable RCA broadcasting equipment would acquaint the public with the aims of the Expedition through the actual voices of its leaders. Forty-three foreign nations would hear of America's new claim directly via R. C. A. Communications, the world-wide radio message service of the Radio Corporation of America.

The antennae of ships in the loneliest oceans would snatch the news—thanks to another RCA service—Radiomarine. RCA Victor receivers would bring news about Lewis and Clark to listeners all over the world. Talking motion pictures would record their doings through the RCA Photophone Magic Voice of the Screen.

Service through sound and sight! That is... and will continue to be the duty and responsibility of the family of RCA to the people of America... and to *you*.

RADIO CORPORATION OF AMERICA *RADIO CITY, N. Y.*

RCA Manufacturing Co., Inc.
Radiomarine Corporation of America
National Broadcasting Company
R. C. A. Communications, Inc.
RCA Laboratories
RCA Institutes, Inc.

Sarnoff Foresees Future in Video, FM and Facsimile

Describes Recent Progress At Stockholders' Meeting

RCA and its subsidiary companies earned a net profit of $2,312,893 during the first quarter of 1940, an increase of 60% over 1939 first quarter earnings of $1,448,770, David Sarnoff, president, reported to the annual meeting of stockholders in New York on May 7.

After preferred dividend requirements, he said, the quarter's earnings leave 10.8 cents per share of common stock, as compared with 4.6 cents earned for common stock in the first quarter of last year. Gross income for the quarter was $28,310,407, up 13% from the $25,004,989 of a year ago.

Reviewing the decade since 1930, when he was elected president, Mr. Sarnoff singled out research and technical development as the most significant factor of RCA's progress in the 10-year period. "Research," he said, "has directly contributed to our income and earnings; it has enabled us to expand the scope and variety of our products and services; and today promises even greater expansion in new fields. As a result of RCA research, three new services now beckon those who seek to expand radio's usefulness. They are: Facsimile, frequency modulation and television."

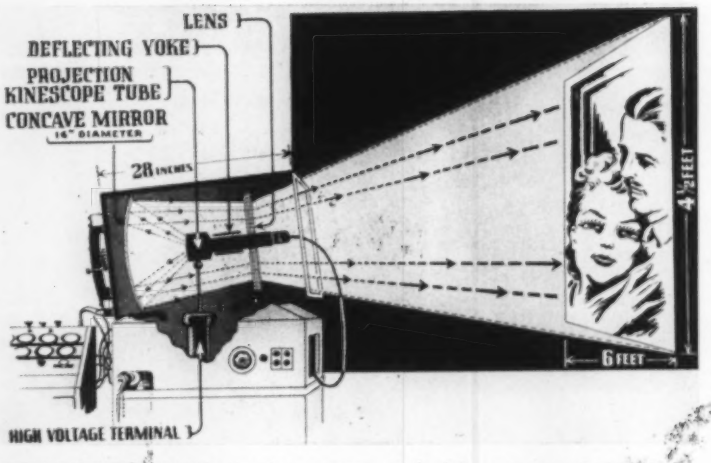
RCA's Three Fronts

Stating that RCA's position with respect to placing television on a commercial basis has been fully stated during recent hearings before the FCC, Mr. Sarnoff continued: "RCA is proceeding on three fronts in television. Our research laboratories are continuing to develop new processes and new equipment; our manufacturing and sales people are exploring new markets; and our broadcasting company is proceeding with its development of television programs."

In answer to a question about obsolescence of present television equipment, Mr. Sarnoff replied that television is just beginning and that there will be obsolescence, but that it should be no greater than that of radio receivers in the early days of sound broadcasting and that he sees no reason why anyone living in an area where regular television programs are available should hesitate to purchase a television receiver now.

Another stockholder's question as to the status of the stockholders' suit against RCA was answered that RCA on May 6 had filed a motion for dismissal with the court and that after the complainant had filed an answering brief the court would set the date for argument. Another question regarding ownership of RCA stock abroad was answered with the statement that 5% of outstanding stock was held abroad, 3½% being held in Great Britain and Canada.

The four directors whose terms expired were all reelected for three-year terms and Arthur Young & Co. was appointed to continue as outside auditor for the corporation. While the ballots were being counted, the approximately 400 stockholders present were given the first demonstration of RCA's large-screen television.



CROSS-SECTION OF the large-screen television system recently developed by RCA Radio Laboratories, schematically drawn, indicates how a newly-perfected optical system picks up the image from a kinescope projection tube on a concave mirror and projects it through an extremely wide-aperture lens to the 4½ x 6 foot screen about 20 feet distant.

RCA Large-Screen Television With Clear Images Is Exhibited

Pictures 4½x6 Feet Are Shown to 400 Persons in Auditorium; No Diffusion Noted in Images

RCA's new system of large-screen television was given its first public demonstration May 7 at the company's annual stockholders' meeting, held in one of the larger NBC studios and attended by some 400 persons. Program, featuring stars of opera, symphony, stage and radio, was projected by a laboratory model instrument on an ordinary moving picture screen, producing images 4½ x 6 feet in size that were comparable to home television reception in quality.

Asked why the increase in size did not cause a diffusion in the images, which were broadcast on the RMA standard of 441-line definition, comparable to the diffusion that accompanies magnification of a half-tone reproduction, RCA engineers explained that as the size of the image was increased, the size of the spot made by the beam of electrons scanning the picture was also increased, with the result that the large-screen pictures were as good as the smaller images viewed on a regular home receiver, with the scanning lines just as invisible. Too much increase in the size of the scanning spot would cause a loss of definition in the image, it was explained, but experiment located the happy medium at which no lines are visible nor is there any decrease in definition.

How It Is Done

While the unit was built as an intermediate step in developing apparatus for projection of larger images, suitable for use in motion picture theatres, the present size has "interesting possibilities for use in clubs, schools and other similar places where the viewing group numbers from 100 to 150 persons," RCA reports. There are no immediate plans for marketing this apparatus, it was stated, and from a year to 18 months would be required for its commercial development.

Projection optics of extremely wide aperture, a kinescope capable of high-voltage operation, using 56,000 volts as compared with the 6,000 or 7,000 volts used by the kinescope in an ordinary home receiver, and apparatus suited to those conditions are said to be the basic elements of the new system. The image on the face of the kinescope, where it measures only 2.4 by 3.2 inches, faces not toward the screen but in the opposite direction, being thrown upon a concave mirror surface 16 inches in diameter. The mirror collects the strong light from the kinescope and magnifies the image 22½ times; the magnified image is then projected back through a glass lens surrounding the neck of the kinescope and thence 20 feet through space to the screen.

Signals are received at the Kinescope either through the air as broadcast or by direct wire line. Both methods were employed during the demonstration, with no noticeable difference in the resultant images on the screen.

RCA Dividend

QUARTERLY dividends of 87½c per outstanding share of RCA $3.50 Cumulative Convertible First Preferred stock and of $1.25 per outstanding share of "B" Preferred stock were declared at the regular board of directors meeting on May 3. Dividends cover the period from April 1 to June 30 and will be paid July 1 to stockholders of record at close of business June 7.

CBS board of directors on May 8 declared a cash dividend of 45c per share on the present Class A and Class B stock of $2.50 par value. The dividend is payable June 7 to stockholders of record on May 24.

New York Telecast Caught in Chicago

Freak Reception Sets Record For American Television

AN AMERICAN record for long-distance television broadcasting was hung up May 2 by NBC when portions of a program telecast by its New York City transmitter, W2XBS, were seen and heard by Howard C. Luttgens, NBC's central division engineer, in Chicago.

Tuning in the receiver in his office in Chicago's Merchandise Mart, he reports that after a few minutes of unrecognizable patterns he had a clear view of June Hynd of NBC's women's program staff as she interviewed Dixie's "Maid of Cotton" in the studio in the RCA Bldg. in New York. Five minutes later, when a musical team succeeded the interview, the sound part of the program came through very well but the image faded out, both sound and picture disappearing completely after 16 minutes, although the program was on the air 12 minutes longer.

Just a Freak

Explaining this unusual extension of the normal 90-mile reception limit to a 1,000-mile distance, NBC engineers said the phenomenon was due to a "sporadic layer" in the upper atmoshpere which acted as a mirror for the ultra-short waves. Ordinarily, it was explained, these waves penetrate the reflecting layers, unlike the longer waves used by stations in the normal broadcasting band, and the engineers added that the conditions which made the Chicago reception possible were not apt to recur for several months. An attempt to repeat the reception on the following evening, May 3, failed to produce any signal, either sight or sound, on the Chicago receiver.

The 1,000-mile reception, while setting an American record, is not the longest for the world. Early last year the RCA experimental listening post at Riverhead, L. I., equipped with a special antenna for trans-Atlantic pick-ups, pulled in several television programs of the BBC in London, receiving images that were recognizable although not of high quality.

McGill on Directing

ADVICE on the fundamental problems involved in the production of radio programs is presented in the textbook *Radio Directing* [McGraw-Hill Book Co., New York], written by Earle McGill, CBS casting director and producer, and an instructor at New York U. Mr. McGill gives full details of the preparation necessary for a broadcast from the first reading through the casting, rehearsals and final presentation. How to produce different programs, whether children's audience participation, remote or forum type, is covered in detail, and three exemplary scripts are reproduced with mechanical factors carefully explained.

AN ADDRESS on "Decentralization of Relief", by Maj. Gen. James G. Harbord, chairman of the board of RCA, delivered at the University of the South, and one on "Freedom of Speech", by Frank W. Wozencraft, RCA's general solicitor, before the annual inspirational meeting of the Dallas Salesmanship Club, have been printed in booklet form by RCA.

"MAN! WHAT I WOULDN'T GIVE FOR A GOOD LOW COST SHOW TO AIR IN NEW YORK"
"THAT'S EASY, JOE! WEAF AND WJZ HAVE THREE CLIENT-TESTED PARTICIPATION PROGRAMS. I'D LOOK THEM OVER IF I WERE YOU"

REAL coverage of the New York market—that's what WEAF and WJZ participation programs offer radio advertisers with limited budgets. It's the type coverage and audience that major stations—and only major stations—provide in this vast market. Yet it is priced moderately, whichever program you choose.

So check these FIRST: Rad Hall's FORTY WINKS CLUB, 6:30 to 7:30 A. M., daily except Sunday on WEAF; Ed East's BREAKFAST IN BEDLAM, 7:00 to 7:55 A.M., daily except Sunday on WJZ; and Nancy Craig's WOMAN OF TOMORROW, 9:00 to 9:30 A.M., Monday through Friday on WJZ. All three are client-tested, result-getting opportunities, proved sellers of a wide variety of products in the New York market.

Ask any NBC Spot Salesman for complete information—past and present sponsors, mail pull, sales results.

N. B.—WEAF and WJZ are the only major network stations in New York with station guaranteed time. Always check them FIRST!

CHECK WEAF & WJZ NEW YORK 50,000 WATTS • 660 KC.—50,000 WATTS • 760 KC. FIRST

Represented Nationally by NBC SPOT Sales Offices

NEW YORK · CHICAGO · SAN FRANCISCO · BOSTON · CLEVELAND · DETROIT · HOLLYWOOD · PITTSBURGH

Advertising Curb Is Noted by Taft

Candidate Rebukes New Deal For Alleged Interference

TERMING advertising the "spark plug of recovery", Sen. Robert A. Taft (R-O.), candidate for the Republican nomination for President, indicated May 3 in an address at the Advertising Affiliation Convention in Buffalo, that the New Deal's "yearning for Government control and regulation of advertising" has become a definite consideration in the issue of the Administration's alleged interference with private business. He emphasized that advertising points the way to prosperity by stimulating production.

As an example of Federal "meddling" in the advertising industry, Sen. Taft cited the FCC's recent challenge of television advertising. "The danger is that Government control will so tie down and slow up the whole process of running the machinery that the machinery will never run," he commented. "We have seen a recent example in the attempt of the FCC to stop the sale of television sets because they were not yet sufficiently perfected.

"What would have happened to the radio industry if some Government agency had prohibited the advertising of crystal sets and other early radio developments simply because they were imperfect and probably would have to be superseded shortly by other instruments? What would have happened if some Government agency had refused to permit the advertising of the early automobiles?

News Columns Next?

"Furthermore, we have found before that you can't regulate one feature of an industry without regulating it all. If the Government gets power to tell every newspaper what it shall put in its advertising columns, it is only a short step before it will be telling every newspaper what it shall put in its news columns and in its editorial columns.

"Personally, I don't think that the people are fooled by advertising. They accept it as advertising, and their fingers are crossed until they try out the product and see whether it lives up to its advance notices. The danger to the whole country from Government control of advertising is much greater than the danger that any considerable number of people are going to be defrauded by advertising.

"The real function of advertising is to increase production, to put more men to work in private industry, and thus build up a consuming power and a national income which will lead to a continuously happier people. Suppose tomorrow all advertising came suddenly to an end. We would probably see a deflation and a downward spiral that would make 1933 look like Coolidge prosperity. I have talked to large manufacturers who would like to save the expense of advertising and have tried it. They don't quite know why, but the actual fact is that when they stop advertising, their sales rapidly fall off, no matter how essential their products."

STANBACK Co., Salisbury, N. C. (proprietary), will sponsor one-minute dramatized announcements, transcribed by NBC Recording Division, on 70 stations. J. Carson Brantley Adv. Agency, Salisbury, handles the account nationally, except in New York.

MASKED, for no other reason than to take this gag picture for BROADCASTING, are two well-known radio advertising enthusiasts (see below) flanking the ubiquitous Fred Weber, the general manager of MBS.

MBS Volume Discount Plan Revised To Permit Use of New Minimum Periods

THE MBS volume discount plan inaugurated early this year, providing for discounts ranging as high as 50% of card rates for advertisers using Mutual networks of 73 stations or more, including the network's "basic" outlets, and making certain stipulated minimum weekly expenditures on 52-week minimum contracts [BROADCASTING, March 1], has been revised to permit advertisers to buy time on the basis of 13, 26 or 39 weeks as well as 52 weeks without sacrificing the package-plan discounts.

As was the case with the original MBS volume discount plan, the new plan is based on minimum expenditures and it likewise requires the advertiser to use the full roster of basic outlets, totaling 62 in the daytime and 59 at night. Balance of the required expenditure may be used to buy time on whatever of the network's remaining 58 affiliates he desires. Basic outlets include: WOR, WGN, WIP, CKLW, WHK - WCLE, WOL, KXOK, WCBM, KQV, WLOL, WHB-KITE, WKBW, WKRC, WSAY, KFEL, WHKC, KFOR, WHBF, the Don Lee Network of 31 stations on the Pacific Coast and 13 stations of the Colonial Network in New England.

Rates for a single nighttime quarter-hour, under the new plan, are: $3,190 on a 13-week basis; $3,002 on a 26-week basis; $2,815 on a 39-week basis; $2,252 on a 52-week basis. Five nighttime quarter-hours weekly for 13 weeks cost $14,540 per week; for 26 weeks, $13,509 weekly; for 39 weeks, $13,133 weekly; for 52 weeks, $10,319 weekly. New rate structure also provides for half-hour and hour periods on a once-a-week or five-times-a-week basis, and for daytime as well as evening hours.

Revised discount plan, which is in addition to the regular MBS policy of offering advertisers time on hookups of from 2 to 120 stations, was worked out by the MBS board of directors at its recent meeting in New York [BROADCASTING, May 1].

Fels Spot Drive

FELS & Co., Philadelphia, on May 6 started a campaign for Fels Naptha soap using quarter-hour programs featuring local talent on 18 stations throughout the country with plans to add several more stations in the near future. According to Young & Rubicam, New York, the programs vary, some being musical and some of the interview type.

Wax Firm Placing

MINUTE MAN PRODUCTS Co., Hartford (Laquer Wax auto polish), has started sponsoring the quarter-hour transcribed program, *Federal Agent*, on WSBT WBOW WNBF WNBC WELI and will add other stations to the list. Transcribed serial of 39 episodes was produced by 20th Century Radio Productions, Hollywood.

UNMASKED, the duo are revealed (see above) as (left) Frank Schreiber, WGN-MBS public relations director in Chicago, and (right) John L. Grimes, general advertising manager of Wheeling Steel Corp., sponsor of the *Musical Steelmakers* on MBS. They were in Wheeling's Capitol Theatre to watch a rehearsal. In case you haven't guessed, the Grimes mask is supposed to represent Chamberlain, the Schreiber mask Ghandi.

WKBB, Dubuque, Joins NBC as 187th Affiliate; Adds Two More in June

FORMERLY an outlet of CBS, WKBB, Dubuque, Ia., on May 8 joined NBC as a supplementary Red and Blue outlet, bringing to 187 the total number of NBC affiliates. It is being offered at an evening hour rate of $80. Licensed to Sanders Bros., involved in the recent Supreme Court decision upholding the FCC's "survival of the fittest" theory, WKBB operates with 250 watts on 1500 kc. It was the station which made the unsuccessful legal fight, based largely on economic grounds, to keep the *Dubuque Telegraph-Herald* from erecting a new station in that community. The newspaper had been granted 500 watts daytime on 1340 kc. in July, 1937, but the grant was held up pending the litigation. Plans of the *Telegraph-Herald* to construct the station are being held in abeyance pending the clearing away of remaining legal formalities.

NBC will have the largest number of affiliates in its history with a total of 189 stations when KRBM, Bozeman, Mont., joins NBC June 1 as a bonus station to advertisers using KGIR, Butte, Mont., and when WSJS, Winston-Salem, N. C., becomes a member of the NBC southwestern group on June 26. KRBM, to be an optional Red or Blue station, is licensed to KRBM Broadcasters and operates on 1420 kc. with 250 watts. WSJS is owned by Piedmont Publishing Co. and operates on 1310 kc. with 250 watts.

WCBM, in Baltimore, Becomes Outlet of MBS

AFFILIATION of WCBM, Baltimore, with MBS was effected late last month by John Elmer, president of the outlet, and officials of the network. WBAL, NBC-Blue affiliate, will continue to carry its present schedule of MBS programs, under the arrangement. WCBM carried its first MBS programs on April 28.

Mr. Elmer announced appointment of The Foreman Co. to represent WCBM in the national spot field. WCBM recently moved into its own building in the Roland Park section of Baltimore. It operates with 250 watts fulltime and shortly expects to dedicate its new facilities.

April a Boom Month

APRIL, 1940, was the greatest single month in spot and local sales revenue from NBC's 15 managed and operated stations, according to an announcement by James V. McConnell, NBC national spot and local sales manager. Total revenue was $529,116, an increase of 36% over April, 1939 figures of $387,999. The first four months of 1940 totalled $1,975,078, a 34% increase over $1,477,738, the figure for the same period in 1939.

FIRST in the series of short subjects titled *Dave Elman's Hobby Lobby*, adapted from the radio program of that name which was recently discontinued on NBC by Fels & Co., was screened May 1 in New York, featuring Mrs. Franklin D. Roosevelt interviewing hobbyists and telling about some of her own families' hobbies. The motion picture will be released through Leonard-Greene Productions, New York.

new

WBZ TRANSMITTER IN NEW STRATEGIC LOCATION

Powerful 50,000 Watt Station to Dominate rich Metropolitan Boston Area of 2,500,000 people

At Hull, Massachusetts, on Boston Harbor, two giant 500-foot aerial towers dwarf the attractive building that houses the new transmitter of Station WBZ Boston. Inside, Westinghouse engineers are testing and checking final details of the most modern radio transmitter ever designed. Purpose . . . to dominate the entire Metropolitan Boston Area beyond a shadow of a doubt.

50 MV/M Signal in Greater Boston
10 MV/M in balance of Metropolitan Area

The new transmitter at Hull will concentrate WBZ broadcasts like a powerful searchlight's beam on the whole of Greater Boston with a signal strength conservatively estimated at 50 MV/M — in the rest of the Metropolitan Area the signal strength will be 10 MV/M. Every radio listener in this area will naturally prefer this clearer, stronger reception.

No increase in Rates for the Immediate Present

Listening audience in the entire New England market will be vastly increased at the same time that the Metropolitan Boston Area is blanketed with this new, stronger signal. Nevertheless, Station WBZ plans no immediate rate increase. Consequently, alert advertisers are signing up to participate in the generous bonus of *extra* listeners . . . at no extra cost. Thirty-two new advertisers have already added WBZ to their advertising schedules.

IMPORTANT

Send today to WBZ, Hotel Bradford, Boston, Mass., or your nearest N. B. C. spot sales office, for full information about WBZ . . . information that changes the entire radio picture in Greater Boston, Metropolitan Boston, and New England.

WBZ—WBZA
990 KC.
WESTINGHOUSE STATIONS
BOSTON—SPRINGFIELD
50,000 WATTS — 1,000 WATTS

Represented Nationally by NBC SPOT Sales Offices

NEW YORK · CHICAGO · SAN FRANCISCO · BOSTON · CLEVELAND · DETROIT · HOLLYWOOD · PITTSBURGH

NAB's Log Given Approval by FCC

Adjudged to Be in Keeping With Commission Rules

PROGRAM LOG recommendations of the NAB, designed to conform to new rules promulgated by the FCC last August, were held to be "in keeping with program log requirements" by the FCC in an announcement May 8.

Without passing on the details, the Commission, after its Accounting Department had consulted with the NAB Accounting Committee, inferred in its announcement that it saw no objections to the program log recommendations. NAB notified the FCC that since the promulgation of the new rules, particularly Rule 3.90(a), many stations had expressed need for guidance.

The Accounting Committee, now headed by C. T. Lucy, WRVA, Richmond, but formerly under the chairmanship of Harry C. Wilder, WSYR, Syracuse, held a series of meetings last year and this year in an effort to devise an acceptable log. The recommended log specifies minimum requirements to comply with the FCC rules and is not offered to stations as a standard form. It is realized, the Accounting Committee said, that individual requirements of stations will necessitate expansion of the log to satisfy individual needs.

How to Make Entries

The FCC rules require that stations shall maintain program and operating logs with entries showing much detailed information. These include entry of the time each station identification announcement is made; entry describing each program broadcast such as "music", "drama", "speech", together with the name or title and the sponsors with the time of the beginning and end of the complete program. If a mechanical record is used the entry must show the exact nature, such as "record" or "transcription", and the time it is announced as a mechanical record. If a speech is made by a political candidate, the name and political affiliation shall be entered. Also required is an entry showing that each sponsored program broadcast has been announced as sponsored, paid for or furnished by the sponsor. The rules require that logs of standard stations shall be retained by the licensee for two years, except when required to be retained for a longer period in accordance with other FCC rules.

Copies of the sample log will be distributed by the NAB, along with detailed instructions.

BMI Names Gutman

ARTHUR H. GUTMAN, director of arrangements and copyrights for the New York Local (802) of the American Federation of Musicians since 1936, has been appointed director of arrangements and publication for Broadcast Music Inc. Mr. Gutman had been four years with Crawford Music Co. and ten years with Irving Berlin Inc., where he arranged many of the Berlin hits. He is also recognized as a serious composer, his works having been performed by symphony orchestras in Philadelphia, Pittsburgh, Boston, Hartford and Albany.

Guestitorial

RESEARCH & APPLESAUCE

By WILLIAM ROGOW

Vice-President, Neff-Rogow Inc., New York

THE CENSUS days are here again, but surveys we have always. And surveys, Mr. Rogow points out, have their blind spots and their weaknesses, bearing out diagnoses frequently made elsewhere in the trade. What prodded the author to pen the adjoining specimen of eloquent criticism was the anomaly of two New York surveys that showed two directly opposite results. Station A had practically all the listeners between 7 and 9 a. m., according to one survey. Then a few weeks later, with the program situation scarcely changed, the author says the same survey organization proved that Station B had practically all the listeners between 7:15 and 9 a. m. And here is where Mr. Rogow comes in!

THE GROWING appreciation of the absolute necessity for more and better statistics concerning radio listening habits is well recognized. But what seems to be too freely glossed over is the manner in which carelessly-arrived-at statistics (which aren't statistics at all) are used to prove something which "ain't".

The activities of the sales promotion department of a radio station should be devoted to presenting potential buyers of the facilities of the station with sound reasons why they should buy. There is no "divine right of broadcasters" which gives a station the right to distort the truth any more than any other advertiser purveying his wares, yet the bulk of the claims made in the radio station promotion pieces which daily come across my desk show unmistakable signs of intent to mislead the buyer by studied omission of vital information which is necessary for a full understanding of the statistics on which their claims are based.

Mr. Rogow

Nothing But the . . .

But of even greater concern to the radio industry are the methods used by the research organizations active in this field which are engaged by the radio stations to dig out the facts. The very words "research," "survey" and "statistics" are practically synonymous with "the truth, the whole truth, and nothing but the truth."

And that's why I think the time has arrived to ask a few questions. I have before me two pieces of radio station promotion matter, embodying the findings of two different surveys—*made by the same research organization, slightly more than two months apart*—for two competitive 50,000-watt stations in the New York area.

The first is from Station A. Their studies were made in November, 1939 to determine the programs listened to between the hours of 7 and 9 a.m. The research covered approximately 500 calls per day; the technique—personal interview, printed roster. The second is from Station B. This study was made in January, 1940 to determine the programs listened to between the hours of 7:15 and 9 a.m.—made by the same research organization, covering 512 completed interviews, using the recall telephone technique.

The first of these surveys "proves" that Station A has the largest listening audience for three of the eight quarter-hours covered. The second survey not only "proves" that Station B has the largest audience for all seven quarter-hours covered, but in the words of B, "The next ranking station secured an audience only one-eighth to one-third that of B for any quarter-hour period!"

In addition to these violent contradictions of figures by quarter-hours there are also terrific discrepancies in the total number of sets in reported use. And it is significant to note that there were no major program changes in this little more than two-month interval.

How Come?

Now I'd like to ask how come one of the most widely known research organizations in radio permitted these contradictions to be released over its signature? Obviously one survey or the other or both are grossly erroneous—but why stop there? Anyone who looks over both sets of figures could hardly be blamed for jumping to the conclusion that research in radio is so inaccurate that it isn't worth a damn! And that's far from true.

To relieve the foregoing from any possible personal bias, the fact that our organization is probably the largest buyer of the time covered by these two surveys (almost equally divided between the two stations) should be a fair indication of the high regard we have for both of these stations. However, our appraisal of the value of this time was based on studies of our own. But what of other buyers? Is it fair to subject them to the confusion of such contradictory research?

The situation described is not an isolated instance. It is repeated in market after market, clear across the country. Research in radio is taking a very bad beating—and I'm afraid the responsibility for it lies at the door of the researchers themselves! Research isn't something to be marketed like canned peaches, 15c for the small size tin or 30c for the large! After all these years of experience, wouldn't it seem to you that one or the other of the two methods employed for these New York surveys would stand out as the one more likely to yield the *greatest accuracy of fact?* If that's the case—and there's no reason why it shouldn't be (I reached very definite conclusions years ago)—then a survey by the other method *should never have been made!*

That one of the two methods employed costs about double the other is no valid excuse for making the cheaper one if it's not going to be accurate. If a station undertakes a survey for the purpose of submitting figures to support its contention of popularity and to induce prospective buyers of its facilities to spend large sums of money, their use is a misrepresentation as well as unfair competition if those figures do not reflect the true state of affairs.

If any station is financially unable to support the cost of the *right kind of a survey*, then it shouldn't publish figures arrived at by taking the *wrong kind* of survey! It's high time that our industry reach some conclusions about the method that will yield the greatest degree of accuracy and adopt it as a standard until an improved method is found. I don't think it would do any harm for radio to bend over and cock an eye at the running research currently being conducted by the ANPA in the newspaper field.

The sins that have been committed in the name of radio research from the CAB ratings on down have cost advertisers millions of dollars. Don't you think it's time to call a halt?

Jergens Summer Plans

ANDREW JERGENS Co., Cincinnati (Woodbury soaps), will cofeature Gale Page, radio and film actress, with Jim Ameche, in a summer series of *Woodbury's Hollywood Playhouse* when Charles Boyer, star of the current show, goes on vacation. Summer series starts July 3 on 62 NBC-Red stations, Wed., 8-8:30 p. m. (EDST) with West Coast repeat, 7-7:30 p. m. (PST). Jay Clark will continue to produce for Lennen & Mitchell, agency servicing the account, and Bob Moss remains as network director on the show, with Lew Crosby announcer. Miss Page and Ameche replaced Boyer last year when he went to France. It is understood that Boyer may do a serial when he returns to his network program in fall. It is an open secret that he doesn't like the present policy of a different story and characters each week. Boyer would prefer a program in which he could develop a permanent characterization. Several serials are said to be under consideration, with *Dr. Hudson's Secret Journal*, by Lloyd C. Douglas, favored.

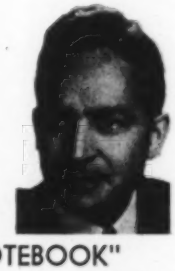
BMI Campus Approval

BROADCAST MUSIC Inc., industry project to break the ASCAP monopoly in music, is looked upon by the American College Publicity Assn., representing leading schools of higher learning, as a haven for young song writers and lyricists who plan careers in music, it was indicated at the annual meeting of the organization in Des Moines April 27-28. Displaying a familiarity with BMI, spokesmen for the group advocated support of the movement and said they would try to guard against inroads of ASCAP "propaganda" on the campus. Some 200 colleges were represented at the session. Miss Judith Waller of NBC and Ed Kirby, NAB public relations director were guests at the convention.

On a years contract

$150 PER WEEK* buys ALL of these KFI proven PARTICIPROGRAMS!

Combine them any way you please as long as five per week are purchased and earn this new, low combination rate. Here are four proven sales promoters reaching four different audiences at four different times of the day at a price comparable to our one-minute daytime spot announcement rate. Write or wire for complete story on this best buy in the Nation's Third Major Market—the "State of KFI."



Art Baker's
"NOTEBOOK"

Borrow a profitable page from this popular KFI feature and write a new sales success story for your product. Afternoon program, Monday thru Friday

Agnes White's
"CALIFORNIA HOME"

Stir a small part of your advertising budget into this home economics program crowded with women listeners. Morning program, Monday thru Friday.

Mirandy's
"GARDEN PATCH"

80% of Southern California adults have a definite interest in year-round gardening. Plant your sales message in the "Garden Patch" and reap a harvest of increased business.

Bob Johnson's
"BRIDGE CLUB"

Deal yourself in on the enthusiastic audience that follows Bob and his advertisers faithfully. Participation gives you trump cards in Southern California.

*Basic Rate—5 per week (any combination), $200.00 per week for one month or less. Three to 6 months, $175.00 per week; 9 to 12 months, $150.00 per week. Single participation rate, $46.00 gross. Participation consists of 150 words live copy.

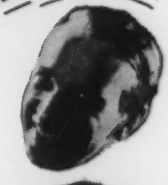
KFI Participating Programs Are Powered to Sell!

30 Minutes of Morning Sunshine!

9:30 A. M. MONDAY THROUGH FRIDAY

. . . children off to school, breakfast dishes all washed . . . have another cup of coffee, relax and listen to one of the most enjoyable half-hours in radio. It's . . .

KECA's "Mid-morning JAMBOREE"



★ ***with*** **HOMER GRIFFITH**
Genial master of ceremonies. You'll like his happy philosophy as he shares his home-made sunshine with you.

★ ***with*** **IRENE WIGTON**
Home economist, stylist, color harmonist, offering scads of new ideas to make the day's work lighter and more enjoyable.

★ ***with*** **AL POSKA**
Popular conductor of KECA's "MUSICAL CLOCK," adding much fun and frivolity to the festivities.

★ ***with*** **CLAUDE SWEETEN**
Composer-conductor and director of the musical portion of KECA's "MID-MORNING JAMBOREE." Well known for his imaginative music on "Feminine Fancies" and "Listen Ladies."

★ ***with*** **JACK OWENS**
Hollywood's "young-man-about-the-piano," singing those songs you like to hear.

★ ***and the*** **KECA ORCHESTRA**

That's the Talent Line-up!

. . . Now as to the Costs

SOLD ONLY ON PARTICIPATING BASIS

150-word participation . . . . . $20.00 each
(Basic rate, less than 5 weekly.)
Above subject to all frequency discounts.

WEEKLY PARTICIPATING RATE — 5 PER WEEK

Less than 13 weeks, per week	$85.00
13 to 25 weeks, per week	80.75
26 to 38 weeks, per week	76.50
39 to 51 weeks, per week	72.25
52 weeks, per week	68.00

No further discounts given than shown above.

ALL PRICES INCLUDE TALENT CHARGE

KFI
640 KC 50,000 Watts Continuous **NBC RED**
EDWARD PETRY & CO., Sales Representatives

OWNED AND OPERATED BY
Earle C. Anthony, Inc.
LOS ANGELES
CALIFORNIA

KECA
780 KC 5000 Watts Days - 1000 Watts Nights **NBC BLUE**
FREE & PETERS, Inc., Sales Representatives

Review Is Granted In KSFO Decision

Supreme Court to Consider Station License Question

REVIEW BY the Supreme Court of the jurisdiction of lower courts over FCC decisions denying transfers of station licenses through sale or lease was authorized by the highest tribunal May 6 in granting petitions for writs of certiorari sought by the Government involving the proposed lease of KSFO, San Francisco, to CBS.

Regarded as one of the few remaining fundamental issues to be adjudicated involving FCC authority, the reviews were authorized after the U. S. Court of Appeals for the District of Columbia had denied FCC motions to dismiss the KSFO and CBS appeals sought by William J. Dempsey, general counsel, and William C. Koplovitz, assistant general counsel, who recently announced their resignations from the FCC.

According to attorneys, the Supreme Court's grant of certiorari may be without precedent under the particular circumstances involved. The cases have not yet been adjudicated in the lower court, since the denial of the FCC motions to dismiss simply left the issues before that court for final adjudication. Usually, the Supreme Court awaits final decision in the lower court before accepting review.

The FCC originally had denied the transfer of KSFO, present CBS San Francisco outlet, to the network in October, 1938. When the appeals were taken both by the network and the station, FCC filed motions with the lower court to dismiss on the ground that under Section 402(b) of the Communications Act the court was without jurisdiction to entertain an appeal on the Commission's denial of a request for consent to the assignment of a license. The lower court subsequently denied the Commission's motion.

Fulltime Experimentals Are Extended to Aug. 1

PENDING promulgation of its reallocation under Havana Treaty terms, the FCC April 30 extended until Aug. 1 special fulltime experimental licenses held by nine broadcast stations. Simultaneously, it advanced the effective date of Section 3.32 (3) (b), which would prohibit the broadcasting of commercial programs under experimental authorizations, to the Aug. 1 date.

All of the stations now are operating fulltime under special experimental authorizations whereas under regular assignments they are designated as part time or time-sharing stations. The Aug. 1 date tentatively has been set for the expiration of all outstanding broadcast licenses in anticipation of the treaty reallocation. It is expected, however, that the reallocation date will be set later in the year—possibly Dec. 1—and that licenses again will be extended to the new date.

Stations which were affected by the April 30 ruling are WTIC, Hartford; KRLD, Dallas; KTHS, Hot Springs; WBAL, Baltimore; WAPI, Birmingham; KVOO, Tulsa; WWL, New Orleans; KFAB, Lincoln; WBBM, Chicago.

TWENTY-ONE YEARS OLD, the oldest broadcasting station in Canada, CFCF, Montreal, not only observed its anniversary May 1 but dedicated its modern new studios. Notables were present in profusion, including (top group, left to right) Maj. Lenox R. Lohr, NBC president; A. H. Ginman, president, Canadian Marconi Co., owners of CFCF; Rene Morin, chairman of the board of governors, Canadian Broadcasting Corp.; Reginald M. Brophy, former NBC station relations chief, who is now general manager of Canadian Marconi. Bottom group (l to r) includes Maj. Lohr; Mr. Brophy; Harold Carson, president, All-Canada Radio Facilities; H. Cockfield, president, Cockfield, Brown & Co. Ltd., Canadian associate of McCann-Erickson; J. Gibbons, president, J. J. Gibbons Agency.

AP Management Still Studies Problem Of Liberalizing Its Radio News Policy

ATTEMPTING to follow out the mandate of the membership of the Associated Press to "liberalize" the AP radio policies [BROADCASTING, May 1], the AP management has been actively investigating the desires of its publisher-broadcaster members during the last two weeks, but has taken little action as yet.

Only liberalizing move to date has been to make AP news available to members for use on the air on a 24-hour basis, regardless of the member's hours of publication, which formerly limited the radio use of AP news as it does its use in print. KSD, radio station of the *St. Louis Post-Dispatch*, was the first station to arrange for this 24-hour service, which is also being negotiated for by WGN, *Chicago Tribune* station, and about a dozen others, according to W. J. McCambridge, assistant general manager of the AP.

Desires of Members

Asked what had been discovered about the wishes of AP members, Mr. McCambridge said there is a division of opinion regarding the way the news should be handled. Some members, he said, want the association to deliver a special radio report, with the news already processed for broadcasting. Others prefer to receive the full AP report, as at present, and to do their own processing, while still another group would like to have the complete programming job done at AP headquarters.

The question of making AP news available for sponsorship on the nationwide networks is being carefully considered, Mr. McCambridge reported, but no action has yet been taken along this line. Regarding local sponsorship, he said that a great many AP members have contracts with other services for news which they are using on sponsored programs, but that they have expressed the intention of switching to AP news at the expiration of their present contracts.

AP news is currently being supplied to MBS for twice-daily summaries on the same public service basis as it has been furnished to NBC for more than a year, he said, adding that the arrangement is temporary and will probably be discontinued as soon as the AP perfects its plans for permitting the sponsorship of its news over the networks. The AP's public service plan, which gives the networks two five-minute news summary periods daily without charge except for actual costs of installing and maintaining the ticker service, was established early in 1939 after the breakdown of the Press Radio Bureau which had been cooperatively maintained by AP, United Press and International News Service on a comparable basis. Each of these AP public service periods closes with a credit line: "For further details consult your local AP newspaper."

In announcing that it was the "first newspaper-owned radio station to apply for and receive this 24-hour service, which has just been established for the use of radio stations by vote of the members of the Associated Press," KSD stated that it "will be able to cover news developments at any time in addition to its regular AP news schedule," consisting of seven periods on weekdays and three on Sundays.

Luckies' Musical Briefs Now Include 52 Stations

AMERICAN TOBACCO Co., New York, on May 15 is expanding its transcribed musical announcement campaign for Lucky Strikes to 52 stations in New York, Pennsylvania and New England, the announcements, featuring *Hit Parade* numbers on the hour, to vary from 150 weekly to 12 weekly. The original campaign started April 1 on eight New York City stations [BROADCASTING, April 1].

New York stations added are WGY, Schenectady; WABY, Albany; WIBX, Utica; WTRY, Troy; WSYR, WOLF, Syracuse; WHAM, WHEC, WSAY, Rochester; WESG, Elmira, and WNBF, Binghamton. Pennsylvania stations are WCAU, KYW, WFIL, WPEN, WDAS, WIP, Philadelphia; WGBI. WARM, Scranton; WBRE, WBAX, Wilkes-Barre, and WSAN, Allentown. New England stations added are WTIC, WDRC, WTHT, Hartford; WNBC, New Britain; WELI, New Haven; WBRY, Waterbury; WICC, Bridgeport; WBZ, WNAC, WCOP, WORL, WEEI, WAAB, Boston; WTAG, WORC, Worcester; WMAS, Springfield, Mass.; WBRK, Pittsfield; WJAR, WPRO, WEAN, Providence; WFEA, Manchester, N. H.; WLNH, Laconia, N. H.; WCAX, Burlington, Vt.; WNBX, Springfield, Vt.; WCSH, WGAN, Portland; WLBZ, WABI, Bangor, and WCOU, Lewiston, Me. Agency is Lord & Thomas, New York.

Siren Heralds News

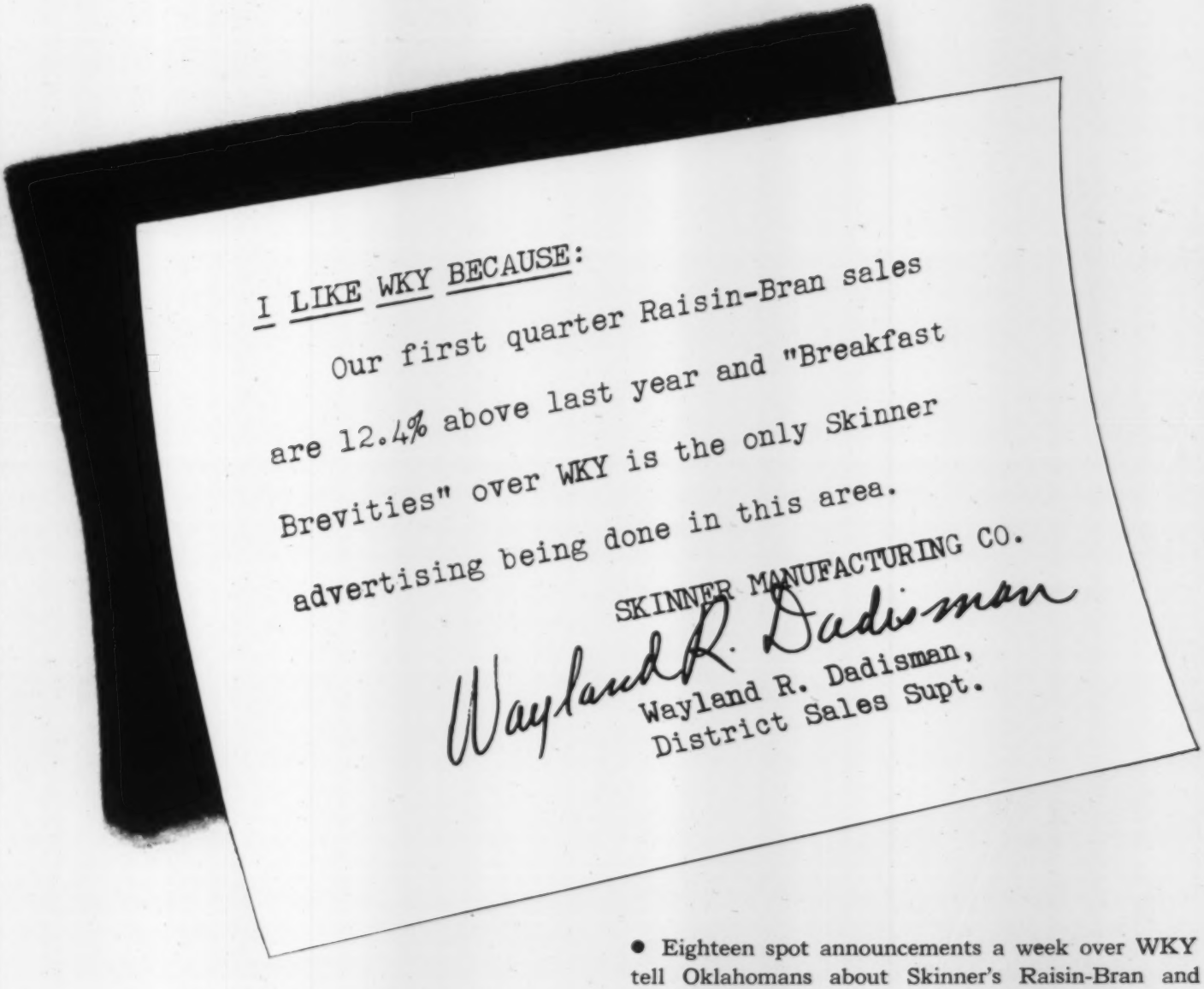
A SIREN now announces the daily 15-minute newscasts of McColl-Frontenac Oil Co., Montreal, according to Dominion Broadcasting Co., Toronto, which recorded and shipped the disc to start May 1 on CKOC, Hamilton, Ont.; CKNX, Wingham, Ont.; CFCH, North Bay, Ont.; CJCS, Stratford, Ont.; CJRM, Regina; CKPR, Fort William, Ont.; CKCR, Kitchener, Ont.; CJKL, Kirkland Lake, Ont.; CKGB, Timmins, Ont.; CJRC, Winnipeg; CFQC, Saskatoon, Sask.; CKVD, Val d'Or, Que.; CHRC, Quebec City, Que. Account was placed by Cockfield-Brown & Co., Montreal.

Ralston to Return

RALSTON-PURINA Co., St. Louis, which went off NBC April 26 for the summer, will resume *Tom Mix Ralston Straight Shooters* on 50 NBC-Blue stations on Sept. 30 for 26 weeks. The program will be heard Mondays through Fridays, 5:45-6 p.m., with two repeats, for the South and Midwest at 6:45 p.m., and for the West Coast at 8:45 p.m. Agency in charge is Gardner Adv. Co., St. Louis.

CAMPANA SALES Co., Batavia, Ill., on May 24 will discontinue for the summer months the *First Nighter* program, heard on 53 CBS stations for Italian Balm, Fridays, 9:30-10 p.m. Agency is Aubrey, Moore & Wallace, Chicago.

ANOTHER WKY ADVERTISER SAYS IT IN EXACTLY 25 WORDS!



I LIKE WKY BECAUSE:

Our first quarter Raisin-Bran sales are 12.4% above last year and "Breakfast Brevities" over WKY is the only Skinner advertising being done in this area.

SKINNER MANUFACTURING CO.

Wayland R. Dadisman

Wayland R. Dadisman,
District Sales Supt.

● Eighteen spot announcements a week over WKY tell Oklahomans about Skinner's Raisin-Bran and Macaroni products. The alacrity with which Oklahoma housewives have responded to these announcements has enabled Skinner's representative to report "an increase in my Oklahoma territory on Raisin-Bran sales that to my best knowledge is a better showing than has been made in any other territory." WKY was sent to bat for Skinner a year and a half ago. Active merchandising co-operation among jobbers and dealers plus an ability to deliver a greater listening audience than any other Oklahoma station, has given WKY a regular place in the Skinner line-up . . . has demonstrated the unquestioned power of WKY to do a thorough selling job throughout the Oklahoma market.

WKY • OKLAHOMA CITY

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.

THE DAILY OKLAHOMAN AND TIMES * THE FARMER-STOCKMAN * KVOR, COLORADO SPRINGS * KLZ, DENVER (*Affiliated Mgmt.*)

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

XUM

Merchandising & Promotion

Capital Houses—Holbein Print—Free Posies—Game Tickets—Rally of Owls—Schedules

UNDER publicity sponsorship of WJSV, Washington, six low-cost houses are being constructed in Washington to demonstrate the types of small dwellings advocated by the Federal Housing Administration to meet the requirements of families desiring to pay about $200 down and $25 monthly for a home. Construction is under supervision of John W. Brabner-Smith, FHA attorney.

The houses, two to be built in each of three different sections of the city, will employ various types of building materials and specifications. Three of the houses will be built from low-cost plans published by *Life* magazine; three will include materials running well over the $2,500-$3,000 type of structure in order to demonstrate alternative types of materials. WJSV is carrying two programs each week informing listeners on construction developments, financing methods, information on materials, designs and sites, with Elinor Lee, WJSV home economist visiting the structures from day to day to gather broadcast material. Open for public inspection at all times, the six houses are expected to be completed in late June. When finished they will be exhibited completely furnished and will be available for purchase.

* * *

Art in Toledo

RELATING the success of its promotion of local art appreciation for the Toledo Museum of Art, WSPD, Toledo, O., has published a rose-colored folder, "Holbein in Toledo". The brochure incorporates a full-color print, suitable for framing, of Hans Holbein the Younger's portrait of Catherine Howard, one of the wives of King Henry VIII. The print is reproduced from plates loaned by the Toledo Museum.

CALLING all 7-UP bottlecaps in a special six-day contest jointly sponsored by Seven-Up Bottling Co. of San Francisco and Adams Bros., Oakland distributors, KRE, Berkeley, Cal., recently was all but snowed under with more than 20,000 caps. Contemplating part of a pile of the caps—with a bottlecap sign illustrating the fanciness of some of the entries—are (l to r) Edward Adams, of Adams Bros.; R. O. Davis, of Allied Advertising Agencies, San Francisco agency handling the account, and Don Hambly, KRE announcer handling twice-daily broadcasts in conjunction with the contest. The person sending in largest number of 7-Up bottlecaps won an RCA-Victor table model radio-phonograph, with other prizes including an RCA-Victor record player and Bluebird records. In addition, each offer of 10 or more caps received a patented bottle stopper.

Demonstration by Disc

SPECIALLY tailored, recorded sales presentation was used by WTMJ, Milwaukee, to dramatize the station's sales story for members of the Wisconsin Retail Jewelers Assn. at a recent convention at Oshkosh. The recording, developed by the WTMJ sales promotion department and produced for use on portable play-back equipment at the convention, included entertainment bits by WTMJ artists on whose programs the jewelers have participated during the last year. The campaign was built around the "Buy jewelry from your jeweler" theme. William F. Dittmann, sales chief of WTMJ, presented the recording and addressed the convention.

* * *

P&G-Servel Contests

PROCTER & GAMBLE Co., Cincinnati, in cooperation with Servel Inc., New York, for the third successive year, is conducting six weekly contests for P&G soap using *The Guiding Light* on NBC-Red, *Painted Dreams* on KWK, St. Louis, *Sidewalk Reporter* on WTMJ, Milwaukee, and various spot stations carrying *Vic & Sade* and the *Gospel Singer*. Listeners complete the sentence "I Like P&G soap . . ." in 25 words or less, accompanied by four P&G wrappers. First contest starts May 20, with prizes offered for the six weeks including six $1,000 bills, 30 $500 bills, and 360 Servel de luxe refrigerators. Compton Adv., New York, is the P&G agency, and BBDO, New York, handles the Servel account.

* * *

The Building Field

KEYED to real estate and building trades advertising, the NAB Bureau of Radio Advertising has compiled a 42-page booklet of tested program ideas, success stories, promotion plans and other aids for this field. The loose-leaf folder, "Building Field Sales Manual", was produced in cooperation with the Federal Housing Administration, which provided detailed facts and figures on the FHA insured mortgage plan for low-cost home financing. Copies of the manual are available without charge to NAB member stations.

* * *

In Georgia Waters

INDIRECT promotion for the station is being carried on by WSB, Atlanta, through distribution of a "Fishing in Georgia" folder published by the State Division of Wild Life. Although the folder in no way mentions WSB, it is being sent to the trade by the station to interest anglers in Georgia fishing. The folder lists fish catchable in the State, where they are found and season regulations.

* * *

Proofs in Advance

TO PULL attention to its ad appearing in the May 1 issue of BROADCASTING, WOWO, Fort Wayne, Ind., sent to the trade planographed advance proofs of the display, with an illustrated notation of issue and page number.

Richfield Film Tieup

ONE OF the most extensive cooperative advertising tie-ups between a sponsor and motion picture concern is that of Richfield Oil Co., Los Angeles, and 20th Century-Fox Film Corp., that city. Under agreement terms, 20th Century-Fox films are being exploited on the six-weekly quarter-hour *Richfield Reporter* on NBC-Pacific Red and 3 Arizona Network stations. In return, testimonials from picture stars and name talent are used during the broadcasts to endorse Richfield products. In addition, Richfield is plugging 20th Century-Fox films and names in newspaper, magazine and periodical advertising, as well as on 24-sheets distributed throughout the Pacific Coast area. More than 750,000 color portraits, backed with biographies of film stars, are being distributed each week by 4,000 service stations on the West Coast.

* * *

Search for Singers

UNUSUAL idea in radio talent hunts was launched by WCAU, Philadelphia, on May 4 as a new weekly variety revue, *Vocal Help Wanted*. With Hugh Walton as m.c., Joey Kearns' studio orchestra and the Three Keys, four amateurs are selected at random from the studio audience each week to sing with the band. Recordings of vocal efforts are made during the broadcast, and each participant gets a record at the end of the show. The audience votes on contestants, with the winner getting a prize and a guest spot on the following week's broadcast. To find singing talent for the sustaining show, "Vocal Help Wanted" ads are inserted in the classified section of the *Philadelphia Inquirer* and *Bulletin*.

* * *

Orchids With Renewals

FOLLOWING the first 13 weeks' success of the National Biscuit Co.'s campaign of Victor recordings introduced by Martin Block of the *Make Believe Ballroom* program on WNEW, New York, McCann-Erickson, New York, the agency in charge, sent orchids to the 20 managers of the stations carrying the campaign along with renewal contracts for the second 13 weeks, starting May 6. Presented in the interests of NBC bread, the campaign started Feb. 12 on 16 stations with six half-hours weekly, four stations having been added since that date [BROADCASTING, Feb. 1].

* * *

Diamond Ducats

WJJD, Chicago, offers 100 free baseball tickets to Cubs and Sox games each week during its afternoon broadcasts featuring Charlie Grimm and Lew Fonseca. Listeners whose names are announced on the air during the preceding week are guests of the week. Names are chosen at random from listener letters. A special section is reserved for the 100 weekly guests to the "WJJD Baseball Parties". Sponsors of the games who buy the "party" tickets include Gillette Co., Walgreen Co., Bowman Dairy Co., LaPalina Cigars.

For Owl Employes

TO STIMULATE employe interest in the five-weekly quarter-hour health program, *Keeping Fit in Hollywood*, which started April 15 on KNX, Hollywood, under sponsorship of Owl Drug Co., San Francisco, a special two-day rally was staged April 25-26 in the station studios. Besides pep talks by executives of the firm and CBS, Richard Kline, conductor of the program presented a typical "broadcast" from the studio stage, with a group of Owl employes following instructions and demonstrating exercises.

As a "talent-find" Knox Manning, KNX commentator, who presided as master-of-ceremonies, presented a playback of recorded "man - on - the - street" interviews made as employes entered the studios. There was also a miniature quiz program with employes participating and dramatized sketches of business problems and campaigns. F. J. McGreal, advertising and sales manager of Owl Drug Co. spoke briefly, explaining the goodwill purpose of the series, while Raymond R. Morgan, head of Raymond R. Morgan Co., Hollywood agency servicing the account, told of promotion being used to exploit the show. Other speakers included A. F. Anderson, general sales manager, and E. Mendenhall, director of employe and public relations, respectively, of Owl Drug Co.

* * *

Cowles List

APPEARING each Sunday on the radio page of the *Des Moines Register* are the news broadcast schedules for the coming week of the four Cowles stations—KSO-KRNT, Des Moines, WMT, Cedar Rapids, Ia., and WNAX, Yankton, S. D. Developed by Mary Little, radio columnist of Iowa Broadcasting Co., the news schedules of the individual stations, with times, days and newscaster listed, occupy two full columns and are designed for quick reference. The four-station layout was started recently after similar tables for each station had been published in different issues of the *Register & Tribune*.

BROCHURES

KYW, Philadelphia—Four-page broadside folder, "Standing Room Only", promoting the KYW 7-9 a.m. *Musical Clock* program.

NBC — Green - and - white brochure "Yeah . . . But . . . How Many Are Away From Radio . . . In the . . . Summer?," illustrated by Dr. Seuss.

NBC—Die-cut orange folder on "Li'l Abner", the comic strip, now available to sponsors as a Monday through Friday quarter-hour serial program.

NBC — Blue - and - white folder "Pull Your Chair Right up to the Rail," offering for sponsorship the broadcasts of races scheduled to Nov. 2.

WIRE, Indianapolis — Photomontage brochure on new studios in the Claypool Hotel.

WRC Washington—Colored file-size folder on Mary Mason's women's feature, the *WRC Home Forum*, incorporating testimonials, sponsor lists and participation rates.

NAB—Sixth radio success story released by NAB Bureau of Radio Advertising, covering gardening and field subjects, based on success of *Old Dirt Dobber* participating program of WLAC, Nashville.

WTSP, St. Petersburg, Fla.—File-size brochure with coverage and business data.

Heard about the one-station network?

ALL right, so we're not a network—but some folks are fooled by the *80 national accounts* on our schedule.

Why this strong spot preference for **WHN?** A lot of them wisely reason that sales are best where sales are greatest, in America's number one market. Even network advertisers (*e.g. Lucky Strike, Gillette, Phillips, Twenty Grand et al*) know that a second punch at these twelve million New York area listeners means more than their first crack at smaller audiences. It's bound to when there are more radio sets in the **WHN** primary area than in the *combined* states of Iowa, Kansas, Missouri, Minnesota, Nebraska, and the Dakotas.

Yes, 80 national accounts on our roster already in 1940, with 63 of them continuing right along through April. Add to that number 38 enterprising local advertisers for a total of 118 accounts in four months.

What other station—or for that matter *what network*—can tie that record?

Some WHN Advertisers

Automotive
- Dodge
- Ford Dealers
- Oldsmobile
- Shell

Cigarets–Tobacco
- Lucky Strike
- Regents
- Royalist Cigars
- Twenty Grand

Drugs–Toilet Goods
- Arrid
- Barbasol
- Baume Bengue
- Bayer Aspirin
- B-C
- Carter's Little Liver Pills
- Cuticura
- Danderine
- Dr. Lyons
- Ex-Lax
- Feenamint
- Gillette
- Jests
- Lydia Pinkham
- Phillips Milk of Magnesia
- Pinex
- Poslam
- Princess Pat Rouge and Liquid Liptone
- Stanback

Foods & Beverages
- Doelger's Beer & Ale
- Holland House Coffee
- Kraft
- Mission Bell Wines
- N. Y. State Bureau of Milk Publicity
- Old Knickerbocker Beer
- Ovaltine
- Pepsi-Cola
- Richardson & Robbins
- Welch's Grape Juice

Miscellaneous
- Adam Hat Stores
- Gardner Nurseries
- Kem
- Oakite
- Postal Telegraph
- Remington Rand
- Sears Roebuck

--and 69 more

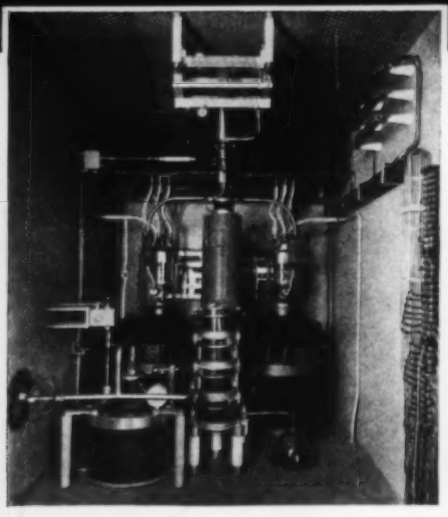
WHN

Affiliated with Loew's Theaters and Metro-Goldwyn-Mayer Pictures

NEW YORK CITY

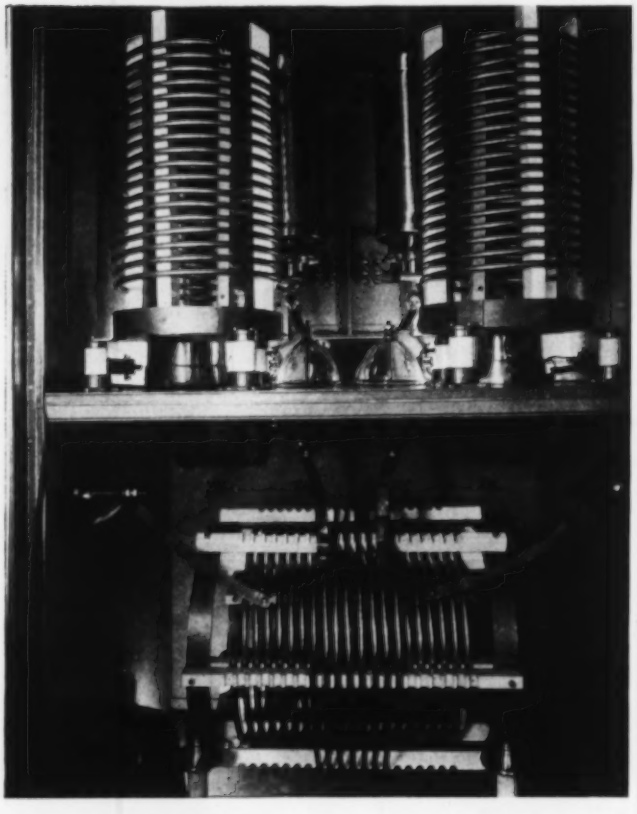
Chicago Office: 360 North Michigan Avenue

More Signal Power



Left—power amplifier, left-hand cubicle, showing air-cooled tubes, compressed gas type main plate and grid tuning condensers.

Below—Center cubicle of power amplifier assembly showing plate tank and coupling coil, harmonic filter and transmission line terminating coils.



OPERATING ADVANTAGES

- Air-cooled tubes in all stages.
- Extremely low operating costs.
- Metal plate rectifiers throughout, except main high voltage rectifier.
- Inductive neutralization of the power amplifier.
- Equalized feedback.
- Compressed gas condensers.
- Complete elimination of fuses.
- Spare rectifier tube at operating temperature.
- Ease of adjustment.
- Unit construction throughout.
- Full automatic control.
- Relatively low plate voltages.
- Conservative operation of all tubes.

Westinghouse

PER KW INPUT · · · WITH THIS NEW

50kw Transmitter

The new Westinghouse Type HG 50 kw transmitter was developed in the recognition that commercial broadcasting pioneered by Westinghouse Station KDKA is the business of manufacturing modulated radio waves at a profit. Commercial stations can turn out a better product at lower cost with this new equipment because:

1. The power amplifier provides over 80% efficiency—more than twice the plate efficiency of conventional circuits and at least 20% above other equipments now available.
2. Air-cooled tubes throughout eliminate water jackets, cooling radiators, water storage tanks, distilled water and other inconveniences of expensive installation and maintenance accompanying the use of water cooled tubes.
3. The cooling method allows use of exhaust air to heat the building housing the transmitter—a further saving.
4. All tubes are operated well below their rating with resultant long life and economy.

Performance for station KDKA in Pittsburgh gives ample confirmation of the improved efficiency, economy, compact arrangement, and simplified operation which this new transmitter provides. For full details of operating advantages listed at left, get in touch with your nearest Westinghouse office.

• • •

Tune in Thursday nights to "Musical Americana," with Westinghouse Radio Orchestra, 100 Men of Melody and Swing Choir . . . N.B.C. Blue Network . . . 8 P.M., E.S.T.

A Complete Line of Westinghouse Radio Transmitting Tubes

This new bulletin contains descriptions and price lists covering the complete line of Westinghouse transmitting tubes for broadcast and other uses. Your copy is ready now—write for Bulletin TD-92, Westinghouse Special Products Division, Bloomfield, N.J.

J-08016

Broadcast Equipment

XUM

HORSES AND GUNS and hobbies and experts are here illustrated. At left Maj. Lenox R. Lohr, NBC president, a man of many and varied hobbies, talks over his recent New York exhibition of ancient guns with Nathaniel Spear, head of the department store displaying them. The Lohr collection traces the history of U. S. military rifles from earliest times to the present. At right Duncan Moore, special events man and news commentator of WJR, Detroit, is pictured astride one of his three jumpers. His hobby is the training of colts. This one, we are told, took the halter without dissent after only a week of companionship and now leads with the halter strap loosely across Moore's hand, no mean feat in the equestrian art.

Affiliates of NBC-Red Discuss Proposal for Added Optional Hours

WHILE a "generally favorable reaction" by affiliates of the Red Network to NBC's suggestion that the period between 7:30 and 8 p. m. be changed from station to network optional time was reported at NBC, no definite decision has yet been reached on the change, it was reported following a meeting of affiliates with network officials. A number of affiliates, on the other hand, are understood to hold that the station time is necessary to accommodate local public service and national spot needs.

NBC offered increased compensation to the stations for network use of the period if the transfer is effected. Exact amount of the compensation was not revealed but it was understood to exceed the 37½% maximum now received by stations in the higher bracket, which classification includes most of the Red affiliates. The figure was reported roughly as 50% of the hour rate, rather than the 37½% unit rate scale.

The proposal was made at a luncheon meeting in New York May 1 by Niles Trammell, NBC executive vice-president. It was argued by NBC that the competitive program situation made the move both desirable and necessary. Removal of the period would leave the hours before 10 a. m., 12 noon to 3 p. m., 6 to 7 p. m., and after 11 p. m. for the stations to use for local and national spot programs during weekdays. The network already has reserved the 7:30-8 p. m. half hour in its Sunday schedule, which gives the stations first call on the time before 1 p. m., between 4 and 5, between 6 and 7, and after 11 p. m.

ONE of the 10 champion retrieving dogs in America, Freehaven Joy of Chicago, owned and handled by James L. Free, president of Free & Peters, national station representative organization, won first award May 5 in the annual spring trial of the Minnesota Field Trial Assn. held at White Bear Lake, Minn. Two weeks before the dog won the Mississippi Valley Club field trial held at Peruque, Mo.

Gross Time Sales by Major Networks Continue to Pass All Previous Records

INDIVIDUALLY and collectively, the four nationwide networks last month had the biggest gross time sales for any April in network history and all four likewise report record-breaking cumulative time sales for the January-to-April period. Combined gross time sales of the networks for April 1940 total $7,724,154, an increase of 15.7% from the $6,677,636 reported for April 1939. For the four-month period, combined time sales grossed $32,031,724 this year as compared to $27,671,025 last year, a gain of 15.8%.

CBS in April again led the field in gross time sales, as it has done every month in 1940, establishing new all-time highs for each month for a single network. For the four-month period, total CBS time sales were $13,742,432, up 25% from the $10,995,309 total for the first four months of 1939. Twice during the four months, in January and again in March, CBS has passed the $3,500,000 mark which no other individual network has ever achieved.

Second honors for April and for the four-month stretch as well go to NBC-Red, which from January to April had gross time sales totaling $13,190,501, an increase of 6.7% over the $12,363,982 Red gross for the same period of 1939. Cumulative Blue total of $3,692,653, a gain of 17.2% over last year's $3,150,449, brings the combined NBC gross time sales figure for the four months to $16,883,154, up 8.8% over last year's $15,514,431 for the same time a year ago. NBC combined billings in April totaled $4,041,518, a rise of 13.5% from the combined total of $3,560,984 for April 1939.

Mutual, with the largest percentage gain for the month as compared to the same month a year previous (37.1%), is second only to CBS in its percentage gain for the four months. MBS billings for 1940 to date are $1,406,138, up 21.1% over 1939's $1,161,285 for the comparable period.

Gross Monthly Time Sales

	1940	% Gain over 1939	1939
NBC-Red			
Jan.	$3,496,393	8.9%	$3,211,161
Feb.	3,226,983	8.5	2,975,258
Mar.	3,338,440	1.2	3,297,992
April	3,128,685	8.7	2,879,571
NBC-Blue			
Jan.	908,815	10.5	$22,739
Feb.	905,101	17.0	773,437
Mar.	965,904	10.7	872,860
April	912,833	34.0	681,413
CBS			
Jan.	3,588,989	34.2	2,674,057
Feb.	3,330,627	31.0	2,541,542
Mar.	3,513,170	20.1	2,925,684
April	3,322,689	16.4	2,854,026
MBS			
Jan.	317,729	0.8	315,078
Feb.	337,649	22.1	276,605
Mar.	390,813	27.3	306,976
April	359,947	37.1	262,626

Times Square Chimes

NBC's famous chimes, which have been the network's trade mark on programs for years, have been installed in electronic form in the huge Gillette clock in Times Square, New York, to strike every quarter-hour. Invented by J. L. Hathaway, NBC engineer, at the suggestion of E. P. H. James, NBC advertising manager, the notes heard are produced through the vibrations of electrons in a series of radio tubes, and are actuated by a small master clock in Radio City which trips a control, starting the chimes.

Radio Theme for Film

A RADIO program theme song to open and close the motion picture "Dreaming Out Loud", which features Chester Lauck and Norris Goff as *Lum & Abner*, will be used by Voco Productions, Hollywood. Sybil Chism, organist, and wife of Hal Bock, NBC western division publicity director, who played the theme song "Eleanor" when the *Lum & Abner* series was sponsored on CBS by General Foods Corp. (Postum), has the film assignment.

Hedges and Damm Argue Station-Network Rights To Station Break Time

PERENNIAL argument between networks and their affiliates over control of the 20-second period at the end of a quarter-hour program broke out afresh recently with Walter J. Damm, managing director of WTMJ, Milwaukee, and William S. Hedges, NBC, vice-president in charge of stations, as the principals.

Following the arguments presented by the Independent Radio Network Affiliates executive committee in its recent letter advising members that this time belongs to the station and that the network has no right to include it in a package sale of a half-hour period to an advertiser for the broadcast of two 15-minute programs with an extra commercial inserted between the two [BROADCASTING, April 15], Mr. Damm informed Mr. Hedges that if NBC continued this practice WTMJ would delete any such announcements.

Mr. Hedges replied that while there is no question about the 20-second periods at the half-hour and hour being reserved for station identification, no such announcement is necessary at the 15-minute and 45-minute spots, that the network has every right to sell an advertiser an uninterrupted half-hour, and that the advertiser can put whatever he wishes into that half-hour as long as he does not violate the network's rules on copy, adding that if WTMJ deleted any part of a period purchased from NBC by an advertiser NBC would deduct from its payment to WTMJ the amount of its rebate to the advertiser for such deletion.

Philip Morris Quiz

PHILIP MORRIS & Co., New York (cigarettes), which shifted its series *Breezin' Along* May 5 from NBC to CBS, Sundays, 8:30-8:55 p. m., has changed the format of the program, now titled *Swing-Go*, and introduced a double contest with both radio and studio audiences participating. Listeners are invited to send in a four-line rhyme or jingle to Johnny Green, orchestra leader featured on the series, the last line containing the name of a popular song. Green repeats the first three lines on the program and a studio audience contestant attempts to supply the missing line with the correct song title. Biow Co., New York, handles the account.

New Wisc. Station

RECONSIDERING its action of last October designating the application for hearing, the FCC on May 8 authorized William F. Huffman, publisher of the *Wisconsin Rapids* (Wis.) *Tribune* to erect a new broadcasting station in that community. It was assigned 100 watts night and 250 day on 1310 kc. Wisconsin Rapids is situated in the center of the State near Stevens Point and about 25 miles South of Wausau, and the 1930 census listed its population at about 9,000.

PRIME MFG. Co., Milwaukee (Prime electric fence controllers), has started participation in John Thorpe's early morning farm program, *R.F.D. 1020*, on KYW, Philadelphia. Hoffman & York Advertising, Milwaukee, handles the account.

The best-known couple in daytime radio!

"Betty and Bob"

NOW AVAILABLE IN *NEW* RECORDED SERIES

- "Tops" as producer of box-top returns for sponsor!
- Eight years on the networks for General Mills!
- One of the first women's daytime serials!
- Earned highest program rating of any General Mills daytime show!

This *new* recorded "Betty and Bob" series follows the same program style that made the network series such a smashing success for General Mills—with *all new* plot sequences. It is a five-a-week, 15-minute show... features an all-star cast of name talent... is authored and directed by the same writer and same producer who brought the network show to the highest rating in eight years on the air.

"Betty and Bob" is built to a proved success-formula—with added showmanship features seldom found in recorded programs. Highlights are: Specially arranged *orchestral* theme music—Several types of opening and closing theme and announcements on separate record—Maximum time allowance for commercials—Comprehensive merchandising plan. Every detail has been carefully planned to give the program all the flavor and character of a "live" show, including the finest recording—NBC ORTHACOUSTIC.

Take advantage of the huge following "Betty and Bob" have built up! Here's a program for "spot" use by regional advertisers in every section of the country. Write for presentation, availability and prices.

NBC Radio-Recording Division

NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

RCA Building, Radio City, New York • Merchandise Mart, Chicago • Sunset and Vine, Hollywood

What's he thinking when

Cornelius WARMERDAM

clears the bar at 15 feet?

He's thinking of a twisting form skimming the crossbar. He's thinking it's a l-o-n-g way down. He's thinking of a new world record by the young San Franciscan. He's thinking pole-vaulting.

And what's he thinking when he reads BROADCASTING? He's thinking Radio.

Small wonder everyone thinks Radio when he reads BROADCASTING. It's 100% Radio all the time — nothing but Radio. It blankets your prospects. It's the fast, sure, economical way to sell your story. Logic says BROADCASTING!

They're Radio-Minded when they read **BROADCASTING**

BROADCASTING
BLANKETS
TIMEBUYERS!

$50,000 Fund for Radio Planned by Communists

COMMUNIST Party of America, taking advantage of the "equal opportunity" requirements of the Communications Act, intends to raise a fund of $50,000 for radio during the forthcoming national elections compaign. All or most of it is to be spent for regional or local radio time, it was indicated by Peter Cacchione, secretary of the Communist committee in New York.

In the meantime, since the networks are broadcasting the conventions of the major political parties, the Communists have also asked that they carry at least portions of their four-day national convention, May 30 to June 2, in Manhattan Center, New York. NBC and MBS have agreed to carry a 1:30-2 p. m. broadcast June 2 when it is expected the speeches of the probable candidates, Earl Browder for President and James W. Ford for Vice-President, will be timed. CBS on June 2 will carry an 8-8:15 p. m. interview with the Communist candidate by Al Warner, its Washington correspondent. The party has also asked CBS to carry some of the convention proceedings along with the other networks.

WITH members of its staff of news analysts reporting the latest events, CBS is presenting a Sunday evening series *Headlines and Bylines*, 11-11:15 p. m., replacing the Brown & Williamson Tobacco Co.'s *Paul Sullivan Reviews the News* program, which has moved to an earlier program five times weekly. Reporting for CBS on the program are Maj. George Fielding Eliot, Albert Warner and Bob Trout.

FRAMED in beauty and wreathed in smiles was Lloyd George Venard, Colonial Network's representative with Edward Petry & Co. in New York, when he made a flying trip to the New England Drug & Health Show, in the success of which Yankee and Colonial networks played a big part. The girls, a few of the semi-final winners of the "Oomph Girl" contest held as part of the show, are (l to r) Lucille Burke, Peggy Jackson, Gertrude Haughton and Arlene Wannlund.

AFM TO CONSIDER EXPIRATION PLANS

QUESTION of how relationships between the American Federation of Musicians and the non-network broadcasters shall be handled following the expiration of the present national agreement in September is expected to be settled during the AFM convention, to be held in Indianapolis the week of June 10.

Method will probably be the same as that employed in the case of the network affiliates, where new contracts, chiefly on the same basis as before, were negotiated by individual stations and local unions, after an expression from the Department of Justice that any effort to extend the national agreement requiring each station to make minimum expenditures for union musicians based on a national quota system would be interpreted as a violation of the anti-trust laws.

Joseph N. Weber, AFM president, who has been in the South for his health following a severe illness, is expected to return to his New York headquarters about June 1, spending a week in preparation for the convention.

Florsheim Series

FLORSHEIM SHOE Co., Chicago, with local dealer tie-in, in early May started placing the transcribed program, *The Squared Circle*, on a group of stations nationally. Series, which features James J. Jeffries, ex-world champion heavyweight, as m.c., is being produced by Fred C. Mertens & Associates, Los Angeles.

INSTITUTE IS HELD BY OHIO SALESMEN

THE Ohio Assn. of Broadcasters on May 3 held its third annual sales institute for salesmen of Ohio radio stations at the Deshler Wallick Hotel in Columbus. All-day sessions were attended by some 80 salesmen and sales managers representing all Ohio commercial stations.

The meeting was addressed by Prof. Warren Dygert of New York U, Don Davis, president of WHB, Kansas City, and Frank Ryan, Frigidaire Corp., Dayton.

Prof. Dygert spoke from the viewpoint of the media buyer and emphasized selling radio as a medium, importance of stressing radio listener circulation, the tangibles of radio and continual reiteration of success stories. Mr. Davis through a series of charts and transcriptions told assembled salesmen "how it's done at WHB". Mr. Ryan's talk covered the broad field of selling and stressed the fine points of salesmanship in general.

Eugene Carr, assistant manager of WGAR, directed an open forum after summarizing the three previous talks. The meeting was opened by Vernon Pribble, manager of WTAM and president of the OAB. The program was arranged by E. Y. Flanigan, commercial manager of WSPD and the conference by B. A. Manring, of WHKC, secretary of the OAB.

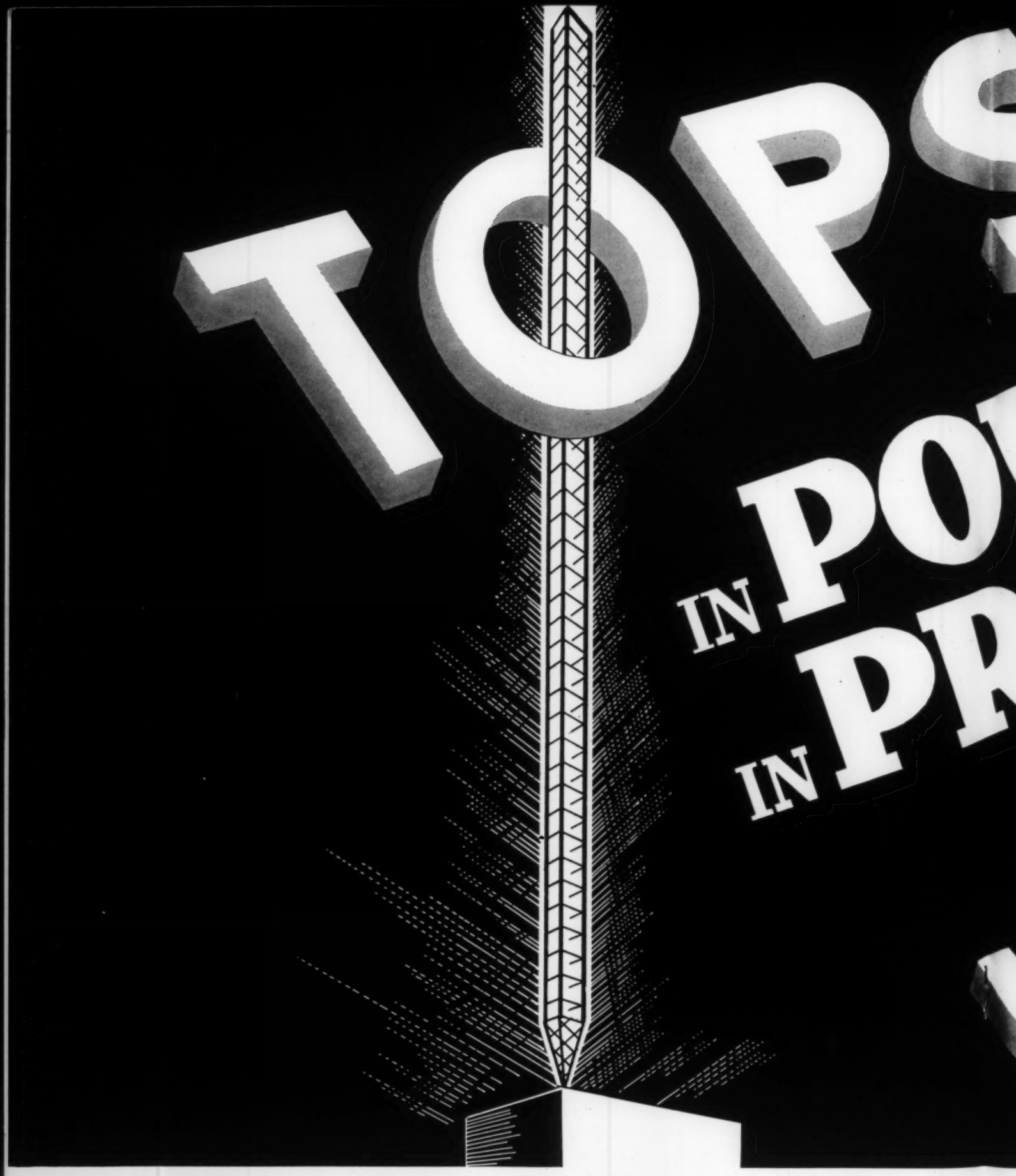
LIGHTNING striking near the transmitter of WPEN, Philadelphia, on May 3 burned out five fuses and a condenser, putting the station off the air for eight minutes in mid-afternoon during the *920 Club* program.

WRVA
serving
RICHMOND & NORFOLK
50,000 WATTS
CBS

One-station coverage of Virginia's two most important markets.

For more information about WRVA, one of the sixteen CBS 50,000 watt stations, inquire of Paul Raymer Company, New York, Chicago, Detroit, San Francisco

VIRGINIA'S PREMIER RADIO STATION



FIFTY GRAND *in Watts...*

XUM

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MARTIN CODEL, Publisher
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Published by
BROADCASTING PUBLICATIONS, Inc.

Executive, Editorial And Advertising Offices
National Press Bldg. ● Washington, D. C.
Telephone—MEtropolitan 1022

NORMAN R. GOLDMAN, Business Manager
J. FRANK BEATTY, Managing Editor ● BERNARD PLATT, Circulation Manager
NEW YORK OFFICE: 250 Park Ave., Telephone - PLaza 5-8355
BRUCE ROBERTSON, Associate Editor ● MAURY LONG, Advertising Manager
CHICAGO OFFICE: 360 N. Michigan Ave., Telephone - CENtral 4115 ● EDWARD CODEL
HOLLYWOOD OFFICE: 1509 N. Vine Street, Telephone GLadstone 7353 ● DAVID H. GLICKMAN
Subscription Price: $3.00 per year–15c a copy • Copyright, 1940, by Broadcasting Publications, Inc.

OUR PLATFORM

Keep American radio free as the press.

Maintain a system of free, competitive broadcasting, rendering public service without undue restraint.

Build programs to provide the greatest good for the greatest number.

Avoid political partisanship on the air.

Install radios in every home, classroom, office, automobile, passenger train and airplane.

Keep pace with technical developments and foster their commercial applications.

'Broadcasting Day'

JULY 4 fittingly will mark a new epoch for radio. "Broadcasting Day" will be observed at the World's Fair in New York. In effect, it will be a declaration of radio independence—of an American radio as free as the press.

The invitation of the World's Fair to observe "Broadcasting Day" on Independence Day is both apt and timely. The work performed by radio since its advent, which has made it indispensable in the American standard of living, could not have been performed except under the American system of free enterprise.

When the founding fathers wrote the Constitution, with almost psychic vision they provided for freedom of the press, assembly and religion. Radio constitutes the modern fusion of all three. That these wise men would have provided for a radio kept inviolate, had there been the slightest notion of its evolution, goes without saying.

Even the last few months have brought new praise for American radio from groups which in the past have sought its undoing. At the recent sessions of the American Newspaper Publishers Assn. radio was accepted as a contemporary handmaiden as broadcasters and publishers sat at the same conference table. In Columbus, where the Ohio State Institute on Education by Radio was conducted a fortnight ago, some 100 working broadcasters conferred with educators in joint cooperative efforts toward common goals. Women's organizations, which formerly were prone to slap commercial radio on general principles, now are coorelating their activities with the existing structure to bring about adjustments in programming which will enhance listening and at the same time help the cooperating sponsors sell their wares.

All these developments effectively point to the permanency of radio's march of progress. There is, of course, the backdrop of business and regulatory problems which make broadcasting, as an industry, a perilous venture, but these can only be regarded as ephemeral, even though aggravating and disheartening at times.

President Roosevelt himself on several occasions has called for an American Radio "as free as the press". His participation in the "Broadcasting Day" observance on July 4, in person if public affairs permit, will provide an appropriate setting for the "Declaration of Radio Independence."

New Legal Quarry?

IS COMMUNICATIONS—radio, telephone and telegraph—the next New Deal target for legal conquest? And will that old spectre of a public utility concept of radio broadcasting, with its rate-regulation implications, again be thrust forward, with the Corcoran-Cohen forces behind it?

Those are the questions being posed with the new appointments to the FCC legal staff as replacements for the Dempsey-Koplovitz team. Telford Taylor and Joseph L. Rauh Jr., like their predecessors, are brilliant young government lawyers selected for merit rather than for political considerations. Both are Harvard-Frankfurter schooled. Both are Corcoran-Cohen proteges, young Rauh actually having worked as assistant to Ben Cohen. Despite their youth, both have had extensive experience in New Deal public utility, holding company and power litigation and legislation.

Speculation on communications as the next New Deal juridical battleground does not all stem from these new appointments. FCC Chairman Fly himself is former general counsel of TVA—a top-flight lawyer high in New Deal councils. The new FCC legal lineup, on paper, is as pretentious as the old. But its experience has all been in the public utility-common carrier sphere.

The Administration has won smashing court victories in its pursuit of more stringent regulation of public utilities and power companies and in the securities field. Its strategy is generally attributed to the Corcoran-Cohen team. Communications, broadcasting particularly, has lots of legal glamour, and unquestionably presents alluring possibilities for government lawyers.

Whatever way the wind blows, the Government's lawyers must reckon with the clear-cut provision of the Communications Act that radio broadcasting is not a public utility common carrier. In enacting the law in 1934, Congress saw the difference between the peculiar structure of broadcasting and the fixing of rates for freight or passengers or kilowatt-hours. It described broadcasting as a quasi-utility, and made clear that it did not regard its facilities as open to all comers who have the price.

If the next New Deal foray does envelop communications, radio broadcasting and its corollary services cannot be lumped in with telephone or telegraph. They are different breeds of communications cats—technically, socially, economically and legally.

Bank Mystery

THERE IS PLENTY of success-story evidence that when banks use radio it's like money in the bank for them. But bankers, by and large, are ultra-conservative and the radio selling process has been slow.

The best selling on bank advertising by radio that has come our way in recent months is from a banker himself—R. M. Meisel, advertising manager of the Industrial Morris Plan Bank of Detroit. He brings it home in the official publication of the Financial Advertisers Association, of which he is radio editor. He tells how officers of his bank questioned the audience available for its sponsored news flashes at 7:30 a.m. over a local station. A one-time announcement with an inexpensive giveaway was made. The response was more than eight times the number which the bank officers said would satisfy them! The Detroit bank since then has expanded its schedule to four Detroit stations.

Mr. Meisel observes: "It is indeed surprising to note the small percentage of banks which include radio in their budget, even with all the evidence before them." And he concludes: "Radio *has* a place in bank advertising—a very important place, but like every other medium it depends upon *what* you say—*how* you say it and *who* says it."

For our money, we can only add, "check".

Everybody Wins

EVERYBODY wins, particularly the St. Louis listening public, and certainly nobody loses by the untangling of the time-sharing and wavelength muddle in St. Louis, detailed elsewhere in this issue. We believe the settlement of this problem, with all direct parties satisfied and the FCC lending its guiding and decisive hand, points a moral: That competition is never so keen but that friendly and mutually beneficial relations can be maintained locally and that the Federal regulators of radio can do a constructive job when so minded.

After needless protracted and costly litigation had failed, KSD-KFUO-KXOK got together, agreed on improvements for all of them, laid their cards face up on the FCC's table. One or two commissioners may harbor newspaper prejudices, at least one is openly antagonistic to the networks, another favors non-commercial stations—yet none could say that the St. Louis public was not entitled to the added hours of network programs that the new setup will make possible. We fervently hope the years will bring more such give-and-take on the part of competitors and more such willingness to strip away red tape and formalities on the part of the FCC.

We Pay Our Respects To —

GEORGE McGUFFIN BURBACH

AMONG THE FEW newspaper executives who never for a moment had a blind-spot for radio is George McGuffin Burbach, general manager of KSD, *St. Louis Post-Dispatch* station, and advertising manager of that newspaper. If George Burbach has the slightest touch of myopia, he suggests that it might trace to a weakness for the number "13". Regardless what the popular fancy may be, it is his lucky number, he says—and he has ample basis for a personal superstition about it.

It took exactly 13 years for KSD to recapture the fulltime status necessary for any station's operation with maximum efficiency. On March 13 last, negotiations were completed with the various parties involved in the wavelength shifts necessary to relieve KSD of its time-sharing burden [see detailed story on page 28]. That day George Burbach was in Washington for conferences with the principals, including FCC officials. His train arrived on Track 13; he left on Track 13.

Thirteen years ago the Department of Commerce authorized the Lutheran station KFUO to utilize several hours a day of KSD's time on its 550 kc. channel. Now all that has been settled; KFUO gets a new facility and KSD, which under Mr. Burbach's guidance has earned the reputation of being one of the most progressive radio stations in the country, within a few weeks will operate without disrupted schedules. Best of all—and this is traceable to the genial and fair-minded attitude of Mr. Burbach and his willingness to negotiate on a give-and-take basis — all direct parties are happy about the whole thing. That it means better service for St. Louis listeners goes without saying.

George Burbach comes from a newspaper family and might be regarded as a newspaperman of the old school were it not for the fact that a zest for his work, particularly for his pet project of radio, has kept him constantly on his toes and alive to the new opportunities presented by new developments. KSD is one of the country's oldest and best known broadcasting stations. From its inception as the first Class B 500-watter, on March 9, 1922, its destinies, at least in its commercial phases, have been guided by Mr. Burbach.

While the advertising department of one of the country's great newspapers is a vastly bigger job, George Burbach avows that radio holds an unwavering fascination for him. Certainly it keeps up the youngish spirit, clear eye and steadfast outlook that appear to his friends as his most marked characteristic.

A native of St. Louis, where he was born Nov. 22, 1883, and where he attended the local public and high schools and was graduated from a local business college, George Burbach was 21 years old when he joined the old *St. Louis Republic* as a space salesman. He remained with that newspaper 13 years, during which he opened and managed its Chicago office. On Jan. 1, 1913, he resigned to become manager of national advertising for the Munsey newspapers, with headquarters in New York, the group embracing the *New York Press, Washington Times, Baltimore News, Boston Journal* and *Philadelphia Times*. He remained with Munsey for only nine months before accepting the position of advertising manager of the *Post-Dispatch* in his home town.

In 1922 Joseph Pulitzer the younger, publisher of that newspaper, asked his advertising manager what he thought about going into radio. Burbach favored it, particularly seeing in the development of radio programs and a radio page a source of advertising linage for the newspaper. The business details were left to him, while construction and operating phases were left to Vice-President A. G. Lincoln, the veteran circulation manager of the newspaper.

KSD from the start was a popular DX pickup for radio fans

(Continued on page 55)

Personal NOTES

BENEDICT GIMBEL Jr. has been reelected president of Pennsylvania Bestg. Co., licensee of WIP, Philadelphia. Edward A. Davies was reelected vice-president in charge of sales. Arthur Miller replaces James J. O'Brien as secretary, the latter remaining on the board. Raymond Filske was reelected treasurer, and Ellis A. Gimbel was renamed board chairman.

JAMES TURNER, for the last three years with WSIX, Nashville, who has resigned as program director to become director of the new WLBJ, Bowling Green, Ky., which begins operation about June 10, was tendered a series of farewell parties during early May by friends at WSIX, WSM and WLAC as well as the Nashville local of AFM.

ROBERT E. MAY, formerly an associate attorney with the FCC and more recently with the Federal Power Commission and the National Assn. of Railroad & Utilities Commissioners, has become associated with Carl I. Wheat in the practice of law. Mr. Wheat, former assistant general counsel of the FCC, is now practicing in San Francisco but recently opened a Washington office, with which Mr. May will be associated.

HAYDEN HUDDELSTON has been appointed commercial manager of WCHV, Charlottesville, Va., in a reorganization in which Pat Padgett has taken over the duties of production manager in addition to chief announcer and Charles Piedra has been named continuity chief. Louise Hayden has been appointed copywriter.

IRA KOGER, formerly with WIS, Columbia, S. C., has joined the new WJHP, Jacksonville, which will start operating sometime in July. He will be commercial manager under Henry Wells, who will be general manager. Hal Davis, formerly commercial manager of WTMC, Ocala, Fla., has been named manager succeeding R. R. Powell, who will join the WJHP sales staff. Mr. Wells has relinquished his managership of WCOA, Pensacola, to work on the WJHP project for the John H. Perry interests.

AL BAMFORD, formerly with WGRC, Louisville, and Conquest Alliance Co., recently has joined the sales staff of KROW, Oakland, Cal.

JAMES M. PATT, of the sales staff of WKRC, Cincinnati, on June 15 is to marry Patricia Mather, formerly in the WKRC accounting department. Louise Evans succeeds Miss Mather.

WALKER BLAKE has been promoted to commercial manager of CJCA, Edmonton, to succeed Ed. Chown, moved to the Toronto office of All-Canada Radio Facilities.

P. H. CUNNINGHAM, formerly commercial manager of KWOC, Poplar Bluff, Mo., has been named general manager of the station, succeeding Bill Bates, who resigned to join KCKN, Kansas City, Kan., as program director.

HENRY C. PUTNAM, national advertising and special events man of KGMB, Honolulu, is the father of a girl born in mid-April.

JACK STEWART, formerly NBC Hollywood, account executive, has joined KHJ, Los Angeles.

HUGH GILMORE, of the sales staff at KIEM, Eureka, Cal. has resigned to enter the clothing business.

KING MITCHELL, formerly of KWLK, Longview, Wash., has joined KMO, Tacoma, as account executive.

JOHN F. ROYAL, NBC vice-president in charge of programs, was scheduled to leave by plane May 12 for South America to complete details for the South American tour of Arturo Toscanini and the NBC Symphony Orchestra scheduled for June and July.

JAMES M. GRIFFITH, formerly manager of KVSO, Ardmore, Okla., has been named manager of KADA, Ada, Okla., succeeding John M. Whitney, who has resigned after three years as KADA manager.

FIN HOLLINGER, since early 1939 commercial and merchandising director of CJLS, Yarmouth, N. S., has joined WHLD, Niagara Falls, N. Y., as promotional director. Richard Irvine succeeds Hollinger at CJLS, as of May 15.

W. E. WILLIAMS has resigned as manager of WGRM, Greenwood, Miss., to join KORN, Fremont, Neb., as commercial and production manager. Before his WGRM affiliation, he was with KFDM Beaumont, and KTAT, Fort Worth, as commercial manager.

HARRY KOPF, sales manager of NBC-Central Division, on May 2 left for a vacation cruise in the Caribbean.

WALTER E. WAGSTAFF, commercial manager of KDYL, Salt Lake City, has been elected president of the Salt Lake Advertising Club.

WILL WHITMORE, advertising supervisor of Western Electric Co., New York and editor of the company's house organ *Pick-Ups*, on April 27 became the father of a baby girl, Jane.

H. LESLIE ATLASS, vice-president of the CBS Western Division, has entered a number of horses from his Sunny Ridge Farm in the American Royal Horse Show to be held in Kansas City in mid-May. Mr. Atlass will be on hand to watch his animals perform.

ELIZABETH WADE CRAIG, daughter of Edwin W. Craig, executive head of WSM, Nashville, and of the National Life & Accident Insurance Co., was to be married May 15 to William Cheatham Weaver Jr., Nashville business man.

BERT LEBHAR Jr., sales manager of WHN, New York, on April 28 became the father of a baby girl, Vivienne.

VINCENT ROSSI, accountant of WBBM, Chicago, has returned to his desk following an appendectomy.

HOWARD L. CHERNOFF, manager of WCHS, Charleston, W. Va., on May 4 underwent a gall bladder and appendix operation. He is reported in good condition.

A. A. SCHECHTER, NBC director of news and special events, and Guy C. Hickok, director of NBC's international division, were initiated into Sigma Delta Chi, national honorary journalism fraternity, in Columbus, O., while attending the Institute for Education by Radio.

ED BARKER, account executive of KGO-KPO, San Francisco, became the father of a boy April 29.

HOWARD CARNOW, general manager of Radio Attractions, New York, on May 6 became the father of a baby girl.

CARTER M. PARHAM, commercial manager of WDOD, Chattanooga, Tenn., is the father of a boy born early in May.

PETER STEEL, formerly assistant continuity editor of WOR, Newark, has been appointed commercial continuity editor of the station, replacing Leonard Leonard, who resigned recently to join Austin & Spector, New York. Robert F. Blake, formerly on the staff of the *New Yorker* magazine, will be sustaining continuity editor and writer. Charles Godwin, formerly assistant production manager, has been appointed head production manager, to be assisted by Frank Knight of the announcing staff.

XUM

WFMJ
Youngstown
Ohio
•
The only NBC station between Cleveland and Pittsburgh.

WSIX
"The Voice of Nashville" Tennessee
Offers a market that makes more income tax returns per 1,000 population than any other Southern city but one.
•
Mutual Broadcasting System
HEADLEY-REED CO., NATIONAL REPRESENTATIVE

KGVO
Dominates the largest wholesale center between Butte and Spokane.
Statistics prove it!
Advertisers know it!
Send for ALL the facts.
National Representatives
BURN-SMITH CO., INC.
New York and Chicago
5000 w. day • 1000 w. night
MISSOULA • MONTANA

BEHIND the MIKE

NORMAN CORWIN, CBS New York producer of the *Pursuit of Happiness*, moves to Hollywood in late May on a writer-director contract with RKO. He is the third producer of CBS network programs to join that film company in the past two years, the others being Irving Reis, formerly producer of the CBS *Workshop* programs, and Frank Woodruff, formerly J. Walter Thompson Co., Hollywood, producer of the CBS *Lux Radio Theatre*.

HUB JACKSON, formerly of KSOO-KELO, Sioux Falls, S. D., WBCM, Bay City, Mich., and WELL, Battle Creek has been named program and production manager of WJW, Akron.

BUD THORPE, formerly newscaster of KOIL, Omaha, has joined KLZ, Denver. Bob Harris, formerly of the KLZ newsroom, has been shifted to the publicity and promotion department.

JIM CARROLL, new to radio, has joined the announcing staff of WCSC, Charleston, S. C., succeeding Bob Lehigh, who resigned to return to WGRC, New Albany, Ind.

BILL RHODES, formerly of WSAU, Wausau, Wis., has joined the sports announcing staff of KYSM, Mankato, Minn. Orren Melton also has joined KYSM in charge of the news department.

PHIL SUTTERFIELD, publicity director-announcer of WCSC, Charleston, S. C., recently announced his marriage of Feb. 17 to Myrtle Gatch, who formerly sang with the Gatch Sisters, heard on the station. Among coming WCSC marriages announced recently are those of Edward McGinley, engineer, and Irene Griffith on June 22; Raleigh Waters, engineer, and Olivia Brown in November; John Watkins, announcer, and Margaret Hall in the fall.

HAL SCHER, formerly of KSFO, San Francisco, has joined KFAC, Los Angeles, as announcer, succeeding Don Otis, who resigned to freelance.

RUTH KEATOR, at one time publicity director of KMTR, Hollywood, has joined the Radio Division of the Golden Gate International Exposition, San Francisco, as writer.

AUDREY MORSE, KOA, Denver, receptionist, and Vernon Andrews, radio engineer, were married May 1.

PHILIP L. BARBOUR, director of NBC foreign press and station relations, on May 1 gave a talk on "Building Inter-American Interests for Radio" before a luncheon meeting of the Kentucky Women's Clubs at the Hotel Barclay, New York.

JOHN FRAZER, NBC Hollywood announcer, has been signed as narrator for a crime short film to be produced by MGM.

IRWIN ALLEN, producer of the six-weekly quarter-hour program, *Hollywood Merry-Go-Round*, on KMTR, Hollywood, has taken on the additional duties of publicity and promotion director.

PATRICIA RENNIE of the CBS Hollywood script department and Dudley H. Armstrong, bank executive, were married April 20 in that city.

FOX CASE, CBS western division public relations and special events director, returns to his Hollywood headquarters May 20 from network conferences in Chicago, Washington and New York.

EDDIE TABOR, announcer at KLS, Oakland, Cal. recently became the father of a boy.

WSB 'Interneships'

TWO Georgia U juniors will serve a six-week "internship" this summer at WSB, Atlanta, learning the fundamentals of the broadcasting profession. The students were chosen in a competitive examination and audition judged by school and station representatives. This is the third summer the interne system has operated at WSB, and two-thirds of the one-time internes are now on the regular staff. Two additional internes will be chosen from Emory U, and WSB's engineering department also has a cooperative plan with Georgia Tech which enables picked students to learn something of the technical end of radio.

LLOYD (Bucky) HARRIS, assistant production manager of NBC-Chicago and producer of the *National Farm & Home Hour*, was elected president of the Chicago chapter of the Izaak Walton League of America at the annual meeting of that organization May 1.

HUGH CHAMBERS, announcer of WEOA-WGBF, Evansville, Ind., is convalescing from an appendectomy.

SPENCER ALLEN, announcer of WGN, Chicago, recently received his amateur broadcasting license, becoming the 17th "ham" operator among WGN artists and engineers.

Meet the LADIES

RUTH LYONS

TEN YEARS ago Ruth Lyons joined WKRC, Cincinnati, as a member of its musical staff. She advanced to musical director in 1936 and in 1938 became program director. Miss Lyons presents the *Woman's Hour* each morning, 9:30 to 10:30, and has one of the widest followings in Cincinnati radio circles. She writes and produces the MBS *Sunday Morning Matinee* and on each of the broadcasts introduces one of her own musical compositions. Miss Lyons is a graduate of the University of Cincinnati and studied at the Cincinnati College of Music. She started on their careers such well-known radio figures as Bob Allen, vocalist with Hal Kemp's Orchestra, and John King, former soloist with Ben Bernie's orchestra and now a contract player with 20th Century-Fox pictures.

PATRICIA (Patsy) SUE WEISS, 17-year-old daughter of Lewis Allen Weiss, vice-president and general manager of Don Lee Broadcasting System, Los Angeles, has been announced winner of the American Legion award for being the most outstanding student at University High School. The award consists of a bronze plaque which remains permanently with the school, and a medal given permanently to the student, and is based on honor, leadership, courage, service and scholarship.

BOB FRITZ, sportscaster of CJCA, Edmonton, Alta., has been appointed sessional instructor of physical education at Alberta U.

SAM LEVITAN, promotion and merchandising director of KDAL, Duluth, leaves that station June 1 to assume similar duties at KSTP, St. Paul.

CHARLES D. PENMAN, formerly production manager and director of television for the Don Lee network, has joined the NBC-Chicago production department replacing Gordon T. Hughes, resigned.

PAUL CONLON, Hollywood producer-writer of the weekly *Signal Carnival*, sponsored by Signal Oil Co., on 13 NBC-Pacific Red stations, Sun., 6:30-7 p.m., has been signed by Republic Pictures to write a "Higgins Family" screen play.

JOE MICCICHE, KRKD, Los Angeles, special events and publicity director has moved to the sales staff. Ruth Pritchard has taken over his former duties.

HARRY W. PASCOE, continuity director of WMCA, New York, has resigned to spend the summer in the country free-lance writing.

TOR TORLAND, formerly of KVI, Tacoma, has joined KOA, Denver, as newscaster.

TEX JOHNSON, recently with Mexican stations, has been appointed program director of KMMJ, Grand Island, Neb. Also added to the KMMJ staff recently was Orid Kerwood, formerly with WNAX, Yankton, S. D.

MARGARET HUFFMAN, member of the correspondence division staff of NBC-Chicago, is to be married to Oscar Anway early this summer.

HANK WEAVER, formerly sports announcer of the old KEHE, Los Angeles, has joined KMTR, Hollywood.

BEN ALEXANDER, NBC Hollywood commentator, has been assigned to announce, on a week-to-week basis, the NBC *Chase & Sanborn Show*, sponsored by Standard Brands.

BOB CUNNINGHAM, former announcer at WBBM-CBS, Chicago, has been named assistant program director of the Chicago station, replacing Stan Thompson, who has returned to his home in Minneapolis to recuperate from a heart ailment.

PAUL N. SUTTON, formerly of WWJ, Detroit, and a graduate of Wisconsin U, has been appointed continuity director of WBBM-CBS, Chicago, replacing C. D. MacMillan, resigned, who has joined the George H. Hartman Adv. Agency, Chicago.

KEN McCLURE, former news commentator of WOAI, San Antonio, returned to the air April 29 on KTSA, San Antonio under sponsorship of the local Gugenheim-Goldsmith Co. He is president of the Association of Radio News Editors & Writers.

WINSTON HAMMERUD, formerly of KVOC, Valley City, N. D., and KLZ, Denver, has joined the announcing staff of KGVO, Missoula, Mont., along with Duncan Campbell, Montana State U journalism student.

EILEEN N. PERKINS, secretary to Samuel Woodworth, general manager of WFBL, Syracuse, will be married in June to Hugh V. Powell of Syracuse. Irma Buechner, secretary to Charles Phillips, commercial manager, will wed Charles Warners, of Cortland, N. Y., also next month.

CHARLIE SMITHGALL and his constant companion, a prize wire-haired terrier, have shifted their allegiance from WSB to WATL, in Atlanta, and, in addition to doing continuity, he is handling a 7-9 a.m. participating *Morning Parade.*

HARLOW WILCOX, Hollywood announcer, has been assigned to the weekly NBC *Don Ameche Show*, sponsored by P. Lorillard & Co. (Old Gold). He also announces the NBC *Fibber McGee & Molly* program, and has just completed narration of a series of commercial film shorts.

MISS LEE ELSROAD, formerly program director of WCHV, Charlottesville, Va., has joined the staff of WFBR, Baltimore.

ASHLEY SIMMS, continuity writer of KOY, Phoenix, will accompany Dr. Claude Buss, director of the School of International Relations, Southern California U, to China, leaving May 31. They will gather lecture material in the Orient, returning in the fall.

GUY WALLACE, formerly of WHK, Cleveland, has joined the announcing staff of WJBC, Bloomington, Ill., along with Douglas Sherwin, formerly of WOI Ames, Ia., and KSO-KRNT, Des Moines.

VERNON COX, formerly in the national advertising department of the *Des Moines Register & Tribune*, has joined the promotion department of KSO-KRNT, Des Moines.

CARL SAUNDERS, formerly program director of WFVA, Fredericksburg, Va., has joined the announcing staff of WBTM, Danville, Va.

ROBERT L. SMOCK, formerly of WFBM, Indianapolis, has joined WIRE, Indianapolis, as continuity editor.

CLINTON YOULE, new to radio, has joined the NBC-Chicago special events and news department, replacing Jack Fern, transferred to KOA, Denver, to head the news department there.

TOM DOERER, sports cartoonist and columnist formerly with the *Washington Star* and the *Philadelphia Public Ledger*, has started broadcasting his column, *Backstage in Sports*, on WCAO, Baltimore, under sponsorship of a local clothing house.

DUANE BOWLER, news editor of KGVO, Missoula, Mont., has resigned to accept a position with his father, a newspaper editor of Scobey, Mont. Harold Moon has been named KGVO news editor by Manager Art Mosby.

WILLIAM KASS, formerly a free-lance script writer and a graduate of Iowa U, has joined the WBBM-CBS continuity department.

ALLISON WELLS, secretary to Mildred Carlson, home economics director of WBZ, Boston, left the WBZ staff May 3 to assume the same duties under Nancy Craig, home economics director of WJZ, New York. She was replaced at WBZ by Rose Marie Coulston.

BILL THOMPSON, formerly program director of KWFT, Wichita Falls, Tex., has joined the announcing staff of WKY, Oklahoma City.

MARGARET CUTHBERT, director of NBC's women's activities division, recently was named an honorary member of Zeta Phi Eta, national professional speech arts fraternity for women.

ANTON LEADER, of the production staff of WMCA, New York, has been named production director. Mr. Leader was previously staff announcer on the Yankee Network, and producer with the Radio Theatre Guild, Boston.

DENNIS JAMES, formerly of WAAT, Jersey City, and Rod Mitchell, a junior NBC announcer of WNEW, New York.

RAYMOND G. SWEENEY, formerly of Pedlar & Ryan, New York, where he handled continuity for the *Lady Esther* program, has been placed in charge of continuity of WMCA, New York.

ED SAFFORD Jr., program director of KGFL, Roswell, N. M., on May 4 married Thelma Conn.

ELINOR CANNON, formerly with the MacGregor & Sollie transcription firm in Hollywood, has joined the CBS in San Francisco as secretary to Arthur J. Kemp, Pacific Coast sales manager.

MARGO ELSTER, of the continuity department of KOMA, Oklahoma City, late in April was married to George Ande, local orchestra leader.

JAMES WAHL, KGU, Honolulu, producer, who recently underwent a mastoid operation in Cottage Hospital, Santa Barbara, Cal., has fully recovered and is now in New York to study television developments.

RUSS BRINKLEY, flying announcer of WHP, Harrisburg, Pa., has been selected to handle the broadcast description of the 6th annual Intercollegiate Flying Competitions to be held at Lock Haven, Pa., June 21-24. Pilots representing colleges from all parts of the nation will compete in the annual meet, directed by Government aviation officials.

ARTHUR GILMORE, CBS Hollywood announcer, is the father of a 6-pound girl born May 4.

EDDIE DUNN, announcer of WFAA, Dallas, on May 15 left on a six-month leave of absence during which he will spend some time in Chicago and New York free-lancing some original radio ideas.

ED BELOIN, Hollywood writer on the NBC *Jack Benny Show*, sponsored by General Foods Corp. (Jell-O), was married to Lynn Hayden in that city on May 6.

WILLIE WINN, race handicapper of WAAF, Chicago, late in April married Mrs. Edith M. Brandt.

MARY KENNEDY, of the NBC production division, on Sept. 7 is to marry Francis Connolly.

JOHN PASCIUTTI, Hollywood radio script writer, has joined the script department of WOV, New York.

JERRY LAWRENCE, announcer-producer of WOR, Newark, has written an article on boners made by announcers and radio personalities, titled "Slips That Pass in the Mike", for publication in *Scribner's-Commentator* magazine.

STEWART MILLER, formerly of CHML, Hamilton, Ont., has joined the announcing staff of CKCL, Toronto.

TOM HOTCHKISS, formerly of WIBC, Indianapolis, and KYUM, Yuma, has joined the production staff of KTAR, Phoenix, Ariz.

JOE GILLESPIE, announcer at KPO-KGO, San Francisco and Helen Marlowe recently announced their engagement.

CHARLES PAUL CORBIN, formerly with KHQ, Spokane, and more recently with KELA, Centralia, Wash., has been named production manager of KIEM, Eureka, Cal.

it pays to advertise over WMC

"B-C"-ING 'EM OVER WMC FOR 4 CONSECUTIVE YEARS!

MORE THAN 1300 PROGRAMS FOR FAMOUS PREPARATION THROUGH WMC SINCE 1936!

HOME TOWN FROLICS

THE CURRENT B-C program, successor to the B-C Sports Review, features old-time tunes by the nationally famous Fields and Halls group, Mondays through Saturdays, 6:45-7:00 A. M.

Let us show YOU how a test campaign can produce results for your product over WMC.

ON MARCH 1ST, 1936, B-C put on its first program over WMC. Since that time, six days a week, B-C programs have constantly pushed B-C sales upward.

Here is convincing proof of the pulling power of the RIGHT program in the RIGHT market over the RIGHT station.

5,000 WATTS DAY
1,000 WATTS NIGHT

WMC

MEMPHIS
NBC RED NETWORK

Owned and operated by

THE COMMERCIAL APPEAL

"The South's Greatest Newspaper"

National Representative: THE BRANHAM CO.

★

MEMBER OF SOUTH CENTRAL QUALITY NETWORK

WMC—MEMPHIS
KARK—LITTLE ROCK
KWKH-KTBS—SHREVEPORT
WSMB—NEW ORLEANS

MRS. EVELYN WILSON, formerly with the script and continuity division of WOL, MBS Washington key, became the first addition to the newly created radio department of the Democratic National Committee, which got under way May 1, when she was named secretary to G. W. (Johnny) Johnstone, recently appointed director, at headquarters in Washington.

JOHN GILLINGHAM, producer at KYA, San Francisco, is on a two-month leave of absence due to ill health.

JEFF BAKER, formerly of WTAR, Norfolk, Va., and KLZ, Denver, has returned to the announcing staff of the former station. Glenn Perry, WTAR announcer, is convalescing from an appendectomy.

ROBERT F. ANTHONY, former assistant program director of WNBX, Springfield, Vt., has joined the staff of WOLF, Syracuse.

RON WAGGONER, Los Angeles bureau manager of United Press, and recognized sports authority, is commentator on the weekly quarter-hour program, *Sports Forum*, which started May 4 on NBC Pacific Blue network.

ALAN SCOTT, formerly commentator of WCAU, Philadelphia, has resigned to join the announcing staff of WGN, Chicago, for General Foods.

TRUMAN BRADLEY, Hollywood announcer, has been signed by RKO Radio Pictures for a role in the film, "Millionaires in Prison".

SAM WANAMAKER, NBC-Chicago actor, on May 25 is to marry Charlotte Holland, NBC actress.

PAUL DOUGLAS, CBS announcer, was given a bachelor's dinner May 1 by Dr. Leon Levy, president of WCAU, Philadelphia, at the Penn Athletic Club in that city. Douglas started his radio career at WCAU.

Ad Finitum

SOME sort of record was claimed by Dean Maddox, of KROW, Oakland, late in April when he was announcing a baseball game between Oakland and San Diego teams. In his record stint, Sportscaster Maddox talked continuously without relief for 3 hours 38½ minutes as the game stretched into 18 innings. Starting his play-by-play account at 8:15 p.m., he finished when the game ended just before midnight. At game end his voice had reduced to such a whisper that he had to hug the mike even when a helpful sound engineer boosted the gain to a formerly unheard-of high.

BILL HENRY, formerly CBS correspondent with the British expeditionary forces and now a Columbia lecture bureau artist, recently became a grandfather twice in 24 hours, when his daughters, Mrs. Patrick McHargue and Mrs. Edgar Yeomans, gave birth to a boy and a girl, respectively.

MACK BENOFF has been added to the CBS *Texaco Star Theatre*, sponsored by Texas Co., as writer on the Hollywood portion of the show.

GEORGE R. GUYAN, formerly assistant manager of KFRU, Columbia, Mo., and a graduate of Iowa U, has joined the announcing staff of WBBM, Chicago.

FLOYD WYNN, formerly of KLPM, Minot, N. D., has joined the announcing staff of KFBB, Great Falls, Mont.

MEL WILLIAMSON, Hollywood writer-director, has been assigned to the five-weekly program, *True Life Dramas*, which replaced *Langendorf Pictorial* on three NBC-Pacific Red stations. Pat Stevens is announcer and m.c.

HALLOWEEN MARTIN, conductor of the WBBM, Chicago, *Musical Clock* program, during the second week in May acted as judge for the Michigan Blossom Festival in St. Joseph and Benton Harbor, Mich. Beauties from cities in the Michigan fruit growing area compete at the annual event for the title of "Michigan Blossom Queen."

ADD PENFIELD, who during the last two seasons has handled football play-by-play for Atlantic Refining Co. and for the last eight months has had a daily sports review on WPTF, Raleigh, N. C., is graduating from Duke U this spring. He is president of the Duke senior class, and after graduation will join the fulltime staff of WPTF.

MONROE UPTON, Hollywood writer for the CBS *Al Pearce & His Gang* program, sponsored by R. J. Reynolds Tobacco Co. (Camel cigarettes), and Magdalene Mandragon, also a writer, were married April 13 in Mexico City.

DOROTHY YOST, Hollywood writer, has joined MGM to write a screen play on backstage radio, which will be produced by Louis K. Sidney under tentative title of "Good News".

DON FAUST, formerly with Texas State Network, has joined the announcing staff of WKRC, Cincinnati.

TED KNIGHTLINGER, KMO, Tacoma, news editor and Marion Kay, staff pianist, have collaborated in writing a new song, "My Heart & I", which is being featured on Don Lee network programs.

LEONARD MATT, news commentator of WDAS, Philadelphia, has been elected second vice-president of the local Play Bottling Co., which is sponsoring a new beverage from which the concern takes its name.

Summer Business Gains Bring CBS Coast Shifts

BECAUSE of an anticipated increase in summer business, CBS has made several personnel changes and additions in its Pacific Coast staff, according to Donald W. Thornburgh, West Coast vice-president in Hollywood.

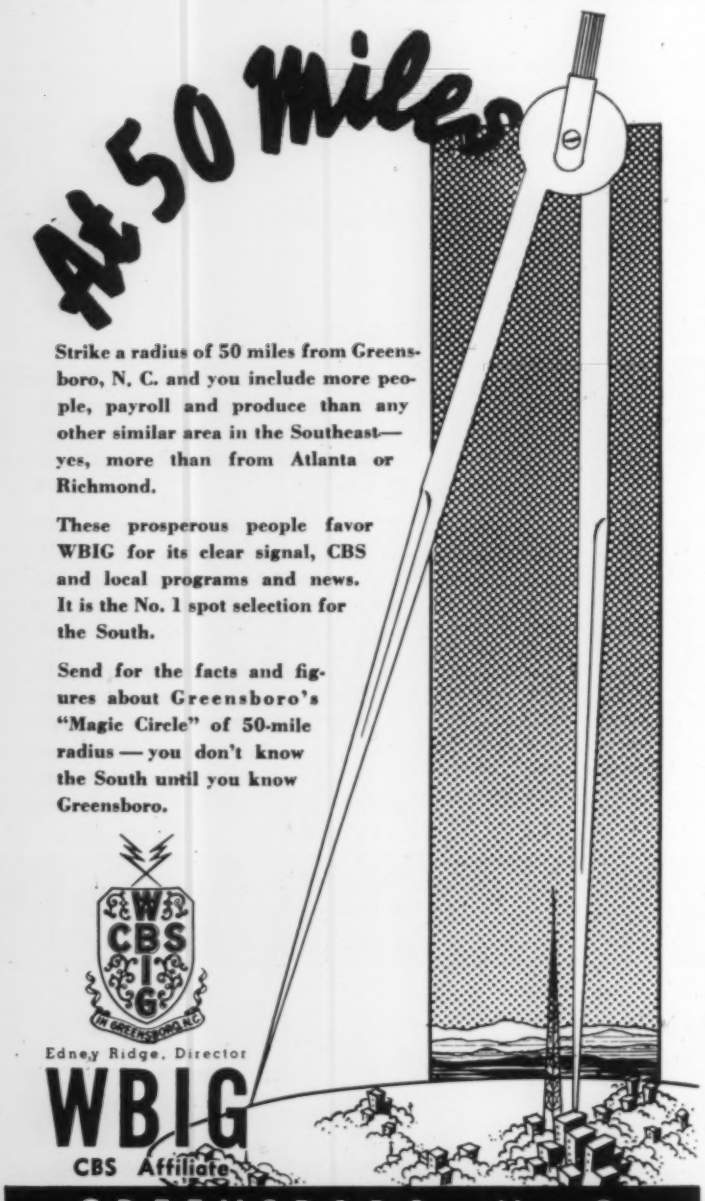
William Shaw, in charge of Columbia Square, Hollywood, tour promotion and guest relations, has been transferred to the San Francisco sales staff. Gordon Owen, formerly Northern California manager of Walter Biddick Co., station representatives, had recently joined the network's sales staff in that city, replacing Charles Morin, now sales manager of KSFO, San Francisco. Shaw's Hollywood duties have been taken over by Henry Flynn of the public relations staff.

Richard Hall, of the CBS Hollywood music clearance department, has been transferred to continuity as writer. Howard Fenton replaces him as assistant to Anne Brenton, head of the music clearance department. Cliff Howell, CBS Hollywood announcer, has resigned to become program director of KSFO. James Cantwell, formerly art director and production manager of Knight-Counihan Co., San Francisco publishing house, has been appointed art director of the CBS Pacific network and is headquartered in Hollywood.

Joseph A. Pasternack

JOSEPH A. PASTERNACK, 59, well-known radio orchestra conductor, died April 29 in the NBC Chicago studios of a heart attack during rehearsal of the *Contented Hour* program a few hours before it went on the air. Born in Poland, Mr. Pasternack received his musical education at the Warsaw Conservatory of Music. He toured America as a concert pianist and, before getting into radio in 1928, had conducted the Boston Symphony, the Philadelphia Philharmonic and the Metropolitan and Century opera orchestras. He is survived by his wife and two daughters.

CRANSTON CHAMBERLAIN, formerly of the production staff of KFRC, San Francisco, and author of the feature *Don't You Believe It* sponsored by Old Gold on Don Lee network, has sold an original story to 20th Century Fox Studios entitled "Brooklyn Bridge". It is to feature Edward Arnold, Don Ameche, Alice Fay and Henry Fonda.



Strike a radius of 50 miles from Greensboro, N. C. and you include more people, payroll and produce than any other similar area in the Southeast—yes, more than from Atlanta or Richmond.

These prosperous people favor WBIG for its clear signal, CBS and local programs and news. It is the No. 1 spot selection for the South.

Send for the facts and figures about Greensboro's "Magic Circle" of 50-mile radius — you don't know the South until you know Greensboro.

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WKBN

YOUNGSTOWN·OHIO

The Key to the Rich Mahoning Valley—Serving

2,000,000 LISTENERS

1000 WATTS DAY • 500 WATTS NIGHT

OUT in more ways than one was Bill Baldwin, special events man of KOIL, Omaha, as he emerged from his icy sarcophagus in best sideshow manner after setting a new amateur "frozen alive" record of 3 minutes, 20 seconds. Recently when the "Arctic Girl Frozen Alive Show" came to Omaha proclaiming that 2 minutes, 20 seconds was the amateur record for staying in the solid ice sealed "coffin", Adventurer Baldwin boasted he could not only better the record, but also would broadcast an account of his sensations during the test. The broadcast went well, but at emergence his first gulp of warm air laid Baldwin low as you see him here, smilingly supine. The mildly excited aide at right is Cliff Johnson, KOIL program manager. The stunt played to a packed house in the theatre lobby where the Arctic exhibitions were held.

George M. Burbach

(*Continued from page 51*)

throughout the country. It was particularly well-known for the dulcet voice of Miss V. A. L. Jones (now a Kansas City matron) who gave that station the same national identity that Leo Fitzpatrick and his *Kansas City Nighthawks* gave WDAF in its early days. In May, 1923, KSD was assigned to 550 kc., first to get that frequency, and it has operated on that channel since.

Even in the early days George Burbach saw KSD not only as a newspaper promotion medium but as a public service institution and a potentially self-sustaining advertising medium on its own. His newspaper duties prevented him from giving it all the attention it needed; in 1922 he had been elected a director of the Pulitzer Publishing Co.; on Oct. 21, 1927, he had published an 88-page edition, then a world's record for a regular daily issue; he had been appointed to the Harvard Committee on Awards for advertising, and he had become active with the St. Louis Tourist, Convention & Publicity Bureau, the the St. Louis municipal advertising campaign and the Chamber of Commerce. He had also been elected a director of the Audit Bureau of Circulation and president, in 1931, of Major Market Newspapers Inc., composed of executives of newspapers in cities of 100,000 or more.

For a long time KSD operated simply as an adjunct of the newspaper, devoting nearly all of its time to NBC-Red network programs. It was one of the first stations to be aligned by NBC when that network was founded in 1926, and indeed was one of the five stations in the original AT&T hookup to test network broadcasting back in 1923. When the NAB convention was being held in St. Louis in 1933, Mr. Burbach discussed commercial radio with some of the broadcasters attending. He decided then and there that KSD should be something more than a network "whistling post", and took over the active direction of the station.

Since then KSD's billings have increased to the point where it is one of the most prosperous regional outlets in the country. Always interested in new developments and given every encouragement by Mr. Pulitzer to try them out, Mr. Burbach in the fall of 1935 inaugurated one of the first ultra-high frequency broadcasting stations (W9XPD) which he hopes soon to convert into an FM outlet, and in 1938 established the world's first daily radio facsimile newspaper.

That figure "13" carries into many of his activities. His automobile license numbers each year are "113" and "1313". His home telephone number is "1313". The locker number at his golf club is "13".

George Burbach is a 32d degree Mason. He is secretary of the St. Louis Council of the Boy Scouts of America and since May, 1939 has served as director of the famed St. Louis Opera. Two months ago he was elected secretary of the Pulitzer Publishing Co. He is a member of the Missouri Athletic Club, Scottish Rite Club, Sunset Country Club and New York Athletic Club. He was married in 1905 to Miss Martha Scott, of Jerseyville, N. J. They have one son, George Jr., who was associate editor of the first BROADCASTING *Yearbook* in 1935 and who since then has been with the commercial department of NBC in New York.

Bentley's Pal

AFTER Robert King, an eighth-grade pupil of Leroy, Ill., had written his answers to a history examination, the teacher sent the original paper to Julian Bentley, WLS, Chicago, news editor. One of the questions read: "Make your own list of Who's Who in the World Today." Robert's list included F. D. Roosevelt, Adolf Hitler, King George, Admiral Byrd, Frances Perkins and Julian Bentley. Bentley's only comment: "Robert is a very smart boy."

PATHE NEWS Inc. has made a one-reel short subject built around NBC Hollywood Radio City. Included were shots of the *Bob Hope Show* preview and *Rudy Vallee Show* rehearsal.

WHEC

ROCHESTER

BASIC CBS NAT'L REPRESENTATIVES, PAUL H. RAYMER CO.

Opening of World's Fair In New York on May 11 Widely Covered by Radio

GRAND opening of the 1940 New York's World Fair on May 11 was completely covered by NBC, MBS, CBS and New York's independent stations, as well as by television. First broadcast of the day was on MBS at 11:45 a. m., with WABC, New York, picking up the opening ceremonies at 12 noon. MBS also broadcast the talk by Mayor LaGuardia from the Temple of Religion at 12:45 p. m.

NBC's television mobile unit, under the direction of Burke Crotty, covered the parade from the Perisphere to the Court of Peace from 2 to 2:45 p. m., after which the three networks broadcast the rededication ceremonies, featuring Kate Smith, chosen "Good Will Ambassador of the Fair", singing "God Bless America", and talks by Harvey D. Gibson, chairman of the Fair, Gov. Herbert Lehman and others. The BBC broadcast a commentary from the Fair by Alistair Cooke from 4 to 4:30 p. m. Local stations and the networks broadcast special activities during the evening, describing the scene and interviewing visitors.

WNYC, New York's municipal station with its own studio at the Fair, has arranged daily *World's Fair Reporter* programs, and a daily feature, *Father Knickerbocker Suggests*. WQXR's Fair program is *Around the World's Fair*, presented four times weekly, and WNEW broadcasts *Today at the Fair*. May 28 has been designated "Good Will Day" in honor of John J. Anthony, conductor of the Sterling Products Co. *Good Will Hour* on NBC and WMCA.

TWO STAFF members of KMBC, Kansas City—Walt Lochman, popular sports commentator, and Neal Keehn, director of special events—were recently honored by the Order of DeMolay for outstanding work in their profession. Frank S. Land, founder and general secretary of the Order of DeMolay, conducted the investiture of the Legion of Honor in a public ceremony.

DURING a recent broadcast, *Musical Americana*, sponsored by Westinghouse E. & M. Co., was awarded this winged trophy by *Movie & Radio Guide*. The feature is heard Thursdays at 8 p.m. (EDST) on 101 NBC-Blue stations and Westinghouse shortwave stations WPIT, Pittsburgh, and WBOS, Boston. Shown here during a posed presentation of the award are (l to r) Walter E. Myers, of NBC sales, who handles the Westinghouse account; Martin Lewis, who made the presentation for *Movie & Radio Guide*; Kenneth L. Watt, radio director of Fuller & Smith & Ross, Westinghouse agency, and who produces and directs the program, and Raymond Paige, conductor of the Westinghouse Radio Orchestra.

Ohio Education Institute Awards . . . .

FOLLOWING are the merit awards for educational programs announced by the recent 11th Institute for Education by Radio at its annual convention in Columbus, O.:

I. Network, National Organization, or Clear-Channel Station

a. For general use by adults. Lecture, talk, speech.

First Award—"What Makes an American." From series *Meet Mr. Weeks* (NBC).

Honorable Mention — "Francis Scott Key." From series *Pilgrimage of Poetry* (NBC).

Honorable Mention—"The Movable Feast of Thanksgiving." From series *The Story Behind the Headlines*. American Historical Association on NBC.

Honorable Mention—"Elmer Davis and the News," broadcast of March 11, 1940 (CBS).

b. For general use by adults. Demonstration or participation program.

First Award—"Tour of Palomar Telescope." Special broadcast by KFI, Los Angeles.

c. For general use by adults. Dialog, round-table conversation, interview, debate, question and answer.

First Award—"Propaganda." From series *University of Chicago Round Table*. NBC and University of Chicago.

Honorable Mention—"What Are the Real Issues in the European War?" From series *America's Town Meeting of the Air*. NBC and Town Hall Inc.

d. For general use by adults. All forms of dramatization.

First Award—"Abraham Lincoln." From series *Cavalcade of America*. E. I. duPont de Nemours & Co. Inc. (NBC).

Honorable Mention—"Seems Radio Is Here to Stay." From series *So This Is Radio* (CBS).

Honorable Mention—"Johnny Got His Gun." From series *Arch Oboler's Plays* (NBC).

Honorable Mention—"My Client, Curly." From series *Columbia Workshop* (CBS).

e. For general use by children. Any type of out-of-school children's program.

No First Award.

Honorable Mention—"Rapunzel." From series *Let's Pretend* (CBS).

f. For use in school by primary children (approximately Grades I-III).

First Award—"Mind the Signs!" From series *Let's Sing*. WLS, Chicago.

g. For use in school by elementary children (approximately Grades IV-VI).

First Award—"Animals in Our Pattern of Life." From series *New Horizons, American School of the Air* (CBS).

Honorable Mention—"Current Events." Special broadcast of March 22, 1940, on KEX, Portland, Ore.

h. For use in school by junior and/or senior high-school pupils (approximately Grades VII-XII).

First Award—"Where We Live". From series *This Living World, American School of the Air* (CBS).

First Award—"Square Dances." From series *Folk Music of America, American School of the Air* (CBS).

Special Class. Distinguished productions containing educational values.

First Award—"Pursuit of Happiness." Broadcast of December 31, 1939 on CBS.

II. Local and Regional Station or Organization

a. For general use by adults. Lecture, talk, speech.

First Award—"Talk by Thomas Mann: 'The Problem of Freedom'." From series *University of Minnesota Convocations*. University of Minnesota Radio Station WLB, Minneapolis.

b. For general use by adults. Demonstration or participation program.

First Award—"The School of Modern Miracles." From series *Know Your Schools*. Planned and produced by the Spokane Public Schools.

First Award—"Adventures in Music." Special broadcast on WNYC, New York.

c. For general use by adults. Dialog, round-table conversation, interview, debate, question and answer.

First Award—"Student Council and Student Government." From series *Student Opinion*. Planned and produced by the Radio Council of the Chicago Public Schools.

Honorable Mention — "Diplomas and Jobs." From series *Careers in Public Service*. Planned and produced by New York University.

d. For general use by adults. All forms of dramatization.

First Award—"Civil Liberties in Wartime." From series *Accent on Liberty* on WOSU, Columbus, O.

Honorable Mention — "Guam and the Naval Appropriations Bill." From series *Following Congress* on WHA, Madison, Wis.

e. For general use by children. Any type of out-of-school children's program.

No First Award.

Honorable Mention—"World of Music." From series *World of Choral Music*. Planned and produced by the Wayne University Broadcasting Guild, Detroit.

Honorable Mention—"The Three Dwarfs." From series *Children's Theatre of Junior League* of Roanoke on WDBJ, Roanoke.

f. For use in school by primary children (approximately Grades I-III).

No First Award.

Honorable Mention—"Feeling Phrases." From series *Rhythmic Activities*. Planned and produced by the Cleveland Public Schools.

g. For use in school by elementary children (approximately Grades IV-VI).

No First Award.

Honorable Mention—"Upper Lakes Region." From series *This Land of Ours*. Planned and produced by WHA, Madison, Wis.

h. For use in school by junior and/or senior high-school pupils (approximately Grades VII-XII).

First Award—"Senator Borah Died Last Friday." From series *Living History*. Planned and produced by WHA, Madison, Wis.

Special Class. Distinguished productions containing educational values.

First Award—"America Calling." Special broadcast by KSTP, St. Paul.

* * *

ABOUT 100 of the nearly 400 persons attending the Eleventh Institute for Education by Radio at Ohio State University, Columbus, April 29-30 and May 1, were registered as representatives of commercial and educational broadcasting stations and networks. The station registration was as follows:

William O. Aldridge, WOSU, Columbus.
Loring B. Andrews, World Wide Broadcasting Foundation, Boston.

Lyman Bryson, CBS, New York.
Harry Burke, WOW, Omaha.
Frank Barker, WOSU, Columbus.
Marcus Bartlett, WSB, Atlanta.
Gomer Bath, WMBD, Peoria, Ill.
H. M. Beville Jr., NBC, New York.
George C. Biggar, WLW, Cincinnati.
Walter R. Bishop, WRVA, Richmond.
Milton E. Bliss, WHA, Madison.
Burton G. Bridgens, WSUI, Iowa City.
Ed Bronson, WCOL, Columbus.
Beverly Brown, WWL, New Orleans.
Mrs. Pearl B. Broxam, WSUI, Iowa City.

Kenneth Caple, Canadian Broadcasting Corp.
Ann Charles, WOSU, Columbus.
Karyl Kanet Chipman, WHA, Madison.
Nat H. Cohen, WILL, Urbana, Ill.
Jeanette F. Cherubim, WBOE, Cleveland.
Robert J. Coleman, WKAR, East Lansing, Mich.
Margaret Cuthbert, NBC, New York.

R. Clifton Daniel, WCAE, Pittsburgh.
Ben H. Darrow, WBEN, Buffalo.
W. E. Dripps, NBC, New York City.
Franklin Dunham, NBC, New York.

Merton V. Emmert, WLW, Cincinnati.
Harriet V. Edwards, KMOX, St. Louis.
Geraldine Elliott, WJR, Detroit.
Harold A. Engel, WHA, Madison.

(FACTS ABOUT BALTIMORE)

201 *different industrial classifications keep* BUSINESS STEADY IN BALTIMORE

Shrewd investors "spread the risk" through diversification. Highly diversified industry keeps business steady in Baltimore — never on top; never on the bottom; *always better than average!* According to SALES MANAGEMENT, Baltimore's index of buying power is 126 compared to a national index of 100.

Make your advertising investment in a growing market. Use Baltimore's "first choice" radio station.

WFBR
BALTIMORE
National Representatives
EDWARD PETRY & COMPANY

★ ON THE NBC RED NETWORK ★

RETAIL SALES
in five years jump from
$101,000,000.00
up to
$162,000,000.00
in Knoxville area, where
WNOX
is the "listened-to" Station!

The Branham Company

Sterling Fisher, NBC, New York.
Frederick Fuller, WHA, Madison.
James C. Flint, WHA, Madison.
Mallory G. Freeman, WRNL, Richmond.
Robert S. French, WHKC, Columbus.

Kenneth L. Graham, KMBC, Kansas City.
W. I. Griffith, WOI, Ames, Ia.
W. C. Gist, WWVA, Wheeling.
Charles Grisham, WLW, Cincinnati.

R. C. Higgy, WOSU, Columbus.
J. Helen Hanford, WHA, Madison.
R. L. Harlow, Yankee Network, Boston.
Charles T. Harrell, WLB, Minneapolis.
W. F. Heimlich, WOSU, Columbus.
Harriet H. Hester, WLS, Chicago.

M. C. Jensen, WCAL, Northfield, Minn.
Joyce Jager, WHA, Madison.
Irwin A. Johnson, WBNS, Columbus.

Ed Kirby, NAB, Washington.
Walter Krulevitch, WHA, Madison.

William B. Levenson, WBOE, Cleveland.
George Lasey, WLW, Chicago.
H. H. Leake, WNAD, Norman, Okla.
Marjorie L. Lester, WSUI, Iowa City.
Leon Levine, CBS, New York.
Louie L. Lewis, WOI, Ames.
Edmund Lenehan, KSO-KRNT, Des Moines.

Ed Mason, WLW, Cincinnati.
Frank E. Mason, NBC, New York.
Hal Metzger, WTAM, Cleveland.
Neil M. Morrison, Canadian Broadcasting Corp.
Lin Mason, WKRC, Cincinnati.
Carl H. Menzer, WSUI, Iowa City.
John F. Merrifield, WHAS, Louisville.
Jane E. Monahan, WNYC, New York.
Mrs. W. W. Murphy, WHA, Madison.

Uberto Neely, WLW, Cincinnati.
Harold E. Nelson, WSUI, Iowa City.
James S. Nelson, WSUI, Iowa City.
Morris S. Novik, WNYC, New York.

George Patterson, WAVE, Louisville.
Jennings Pierce, NBC, San Francisco.
Robert C. Pooley, WHA, Madison.
Walter G. Preston Jr., NBC, New York.
C. W. Pettegrew, WOSU, Columbus.

Thomas D. Rishworth, KSTP, St. Paul.
Arthur A. Radkey, WLW, Cincinnati.
Jerome R. Reeves, WBNS, Columbus.
Ned L. Reglein, WSTB - WFAM, South Bend.

Fern Sharp, WBNS, Columbus.
Kathleen E. Stephenson, WWVA, Wheeling.
W. C. Swartley, WOWO-WGL, Fort Wayne.
Harold A. Safford, WLS, Chicago.
Frank E. Schooley, WILL, Urbana, Ill.
Mrs. Lavinia Schwartz, WBBM, Chicago.
Mildred I. Seaman, KFKU, Kansas City.
Julius F. Seebach, WOR, New York.
Arthur J. Smith, WNAX, Yankton, S. D.
Lester Spencer, WHIO, Dayton.
C. A. Stookey, CBS, St. Louis.
Ivan Streed, WHBF, Rock Island, Ill.

Franklin Tooke, WOWO - WGL, Fort Wayne.
John W. Tinnea, KWK, St. Louis.

Judith C. Waller, NBC, Chicago.
Jack Weldon, WDBJ, Roanoke.
Russell G. Winnie, WTMJ, Milwaukee.
Charles Worcester, WNAX, Yankton.
Gertrude Lasch Wyatt, WOSU, Columbus.
Joseph F. Wright, WILL, Urbana, Ill.

E. W. Ziebarth, WLB, Minneapolis.

Press Women's Merit Awards

TWO certificates of merit awarded annually by the National Federation of Press Women were presented during the Federation's recent fourth annual convention in Kansas City to the women's activities division of NBC and the U. S. Office of Education for their jointly produced dramatic series *Gallant American Women*. The citations read as follows: "For wisdom and judgment manifested in bringing to life, before the great audience of NBC, the lives, accomplishments and personalities of American women of achievement. Presentations given in the program series *Gallant American Women* stir the imagination and the ambition of women everywhere." A third award cited Helen Sioussat, CBS assistant director of talks, for her work on the program *Which Way to Lasting Peace?*

SUIT seeking injunction, accounting of profits and $20,000 damages was filed May 6 in New York Supreme Court by Daniel and Ann Golenpaul, owners of the *Information Please* program, against M. Lowenstein & Sons and Aleo Mills, two fabric firms allegedly infringing on the name of the program. Plaintiffs claim the name is used as a trade mark, and is printed on the material as a design, while radio "motifs" are used on two other fabrics.

'Cavalcade' Is Granted Award of Youthbuilders

"BECAUSE it shows how American democracy grew up by telling true stories about real Americans," the *Cavalcade of America*, sponsored on NBC-Blue by E. I. duPont de Nemours & Co., was selected as the radio program doing most to help children understand how democracy works, by members of the Youthbuilders' Forum Clubs at a luncheon May 8 at the Hotel Martinique, New York. William Hart, advertising director of duPont, received the award from Louis Cioffi, one of the several hundred New York City school children attending the luncheon.

Citations of honorable mention also were given to *We the People*, CBS program sponsored by General Foods, as "typifying our American privilege of saying what we please", and to *Big Town*, sponsored on CBS by Lever Bros., "because it shows how a brave and honest newspaper can expose crooked politics and protect democracy." NBC-Blue and WNYC, New York, broadcast the luncheon, during which Mrs. Franklin D. Roosevelt, as guest speaker, discussed "What Children Can Do To Make Democracy Work". Mrs. Roosevelt commended the *Youth Forum* weekly programs on WNYC, in which children participate.

No Blind Spots

ENGINEERS at KPO-KGO, San Francisco, have created a new mike stand design which makes the call letters of the stations visible from any angle. Over the top in an arch are the letters NBC, while KGO appears down one side and KPO down the other. Directly in front two panels are set at an angle to each other so that one or both may be seen through an arc of 180 degrees. No matter what the angle of the viewpoint, this ingenious device makes the call letters of both NBC stations in San Francisco distinctly visible.

Composer-Conductor Awards

NATIONAL Assn. for American Composers & Conductors, at its annual reception May 3 at the Waldorf-Astoria, New York, awarded certificates of merit to Howard Barlow, conductor of the CBS Symphony Orchestra, as the "most outstanding native interpreter" of American music for the 1939-40 season, and to WNYC, New York's municipal station for "outstanding service to American music" during that season. Gene Buck, president of ASCAP, received the organization's Henry Hadley Medal "as having done the most to advance the cause of American music during the past season." Dr. Sigmund Spaeth, president of the association, made the presentations.

Break a Precedent

FOR the first time since *Amos 'n' Andy* have been on the air, a studio audience watched the program on May 8 when more than 2,500 employes of Campbell Soup Co., sponsors of the program, assembled with members of their families in Convention Hall, Camden, for the CBS broadcast. Lanny Ross, sponsored by Campbell Soup in the period following the *Amos 'n' Andy* program at 7:15 p. m., also gave his program of song favorites from the Convention Hall.

"Yes, Sir! I've listened to WTAR since I was a boy." In fact, 221,000 families have *formed the habit* of listening to WTAR in the Tidewater Virginia area. Because WTAR has served them faithfully since 1923 (that's 17 years) with finest local features; with both NBC Red and Blue programs.

★ That's why The New Bell Storage Company has found it profitable to use WTAR on a DAILY SCHEDULE for 16 YEARS—why WTAR's national spot volume jumped up 18.5% in 1939. For a profitable habit, put WTAR on YOUR schedule.

WTAR

FCC Video Action Now GOP Issue

THAT the Republican Party sees an issue in the FCC's recent actions on television was again made evident when John Hamilton, chairman of the Republican National Committee, issued a press release asserting that he took "peculiar pleasure" in announcing that RCA and Philco will televise proceedings of the Republican nominating convention which starts June 24 in Philadelphia.

It was the first intimation that Philco would also televise the proceedings. Its plant and laboratories are located in Philadelphia, and it is expected to confine its transmissions to the Philadelphia area where, unlike New York, no concerted campaign has yet been undertaken to market television receivers.

"The Republican Party," said Mr. Hamilton, "is the party of private enterprise and welcomes this chance to provide an opportunity for a new industry to stride forward in honest American fashion. It was but a few days ago that the New Deal, through its dominated FCC, struck viciously at this very industry by bluntly commanding it to cease its efforts at merchandising. We of the Republican Party hope that the public interest accruing to television by reason of its use at the 1940 Republican convention will more than offset the setback given this new industry by the New Deal."

No plans have been announced for televising the Democratic convention in Chicago, starting July 15. Presumably this will not be done inasmuch as there are practically no receivers in use in the Chicago area, where Zenith Radio Corp. alone has an experimental transmitter. Mobile units could be sent to Chicago but, except for the possible establishment of "looking-in posts" at a few selected points, there would be no audience for the pictures.

No Longer a Gag

THE OLD SAW about "some peanut whistle in Podunk or Kokomo", euphonic phrase of derision, may well fade into limbo if the FCC grants a pending application for a new outlet in Kokomo. Headed by a group of Detroit citizens, Kokomo Broadcasting Corp. early in April applied for a construction permit for a new station on 1420 kc., to operate fulltime with 250 watts. Officers of the new corporation include Chas. K. Boyajian Jr., president, a Detroit physician holding no stock in the organization; Charles Boyajian Jr., vice-president, at present with WJBK, Detroit, holding 14.375% of the stock; Hugh O. Weir, secretary, of Inkster, Mich., 6.25%, and A. David Potter Jr., treasurer, with Union Guardian Trust Co., Detroit, 7.81%. In addition 14 other persons, the majority from the Detroit area, hold stock interests of less than 10% in the corporation.

MIDNIGHT OIL burned in the executive offices of WIS, Columbia, S. C., when General Manager G. Richard Shafto was formally introduced to the new 42-page FCC License Form 301. The station already had submitted a 5,000-watt nighttime application for a construction permit to its Washington engineers for the attachment of directional antenna data, when the issuance of the encyclopedic questionnaire necessitated a repeat performance in still greater detail on the new form.

Highlights of GOP Convention in June To Be Televised in New York by NBC

THE television audience of W2XBS, NBC's video transmitter in New York, will be able to watch the highlights of the Republican National Convention in their living rooms next month, according to an announcement by Alfred H. Morton, NBC vice-president in charge of television. Two complete mobile television units, he said, will be sent to Philadelphia's Convention Hall for daily sight and sound programs that will constitute the most elaborate television coverage ever given a single event.

Beginning on the opening day of the convention, June 24, and continuing through to its close, NBC will bring to televiewers several hours a day of convention activities, including the keynote address of Gov. Stassen of Minnesota, the nominating speeches, the parades for convention favorites and interviews with candidates and political experts.

Cameras to Scan Hall

The Republican national committee has arranged for two special stands for the television cameras so that the audience at home will have the best possible view of the hall. The cameras will be stationed on extensions of the first balcony some 40 feet from the speakers' platform, enabling the cameramen to focus their instruments with equal ease on the speaker or on other parts of the hall. Provision has also been made for a special television studio where interviews will be conducted.

From the convention hall, Mr. Morton explained, the programs will go over experimental wire circuits to the Bourse Bldg., terminal of the Philadelphia-New York coaxial cable installed by the Bell Telephone Laboratories and AT&T, which will carry the television signals to New York and the Empire State Bldg., whence they will be broadcast. The television audience, he estimates, will include some 40,000. This figure is based on a maximum audience of 8 to 10 viewers per set, he said.

Recalling the boom in the sale of sound receivers caused by radio's first coverage of the national political conventions in 1924, dealers in television sets are hoping that the telecasts from Philadelphia next month will revive consumer interest in video sets which was dampened by the FCC's recent action in stopping RCA's merchandising drive.

CBC Moves in Toronto

CANADIAN Broadcasting Corp.'s main program, commercial, station relations, press and information offices for all Canada move about May 24 to Prudential House, York St., Toronto, consolidating on two floors of this office building the offices which had been located at 1 Hayter St. and 341 Church St., Toronto. There will be no studios in the new quarters, but in addition to office space for the various departments a departmental conference room is planned. The new offices have been needed for some time, as the CBC departments have expanded, and since the war has stopped for the present construction of a Broadcasting Centre for which a site was purchased last summer.

CFRB Gets FM License

CFRB, Toronto, has been granted an experimental FM license by the Radio Branch, Department of Transport, allowing operation on 43.4 mc. with 25 watts. No date has yet been set for the opening of the station and equipment has not been purchased, according to Harry Sedgwick, managing director. It is expected to locate the transmitter at the CFRB studios in Toronto, but no definite decision has been made.

Gus Reiniger Is Named REL's Sales Engineer

WITH the list of FM applications mounting daily, Radio Engineering Laboratories Inc., New York, pioneer manufacturers of frequency modulation transmitters and other equipment, has announced appointment of Gustavus Reiniger as sales engineer. Mr. Reiniger formerly was a star salesman with NBC, having handled such accounts as the *Rudy Vallee Hour* and the *Chase & Sanborn Hour*. He has traveled extensively among broadcasting stations as representative of NBC network and recorded program services.

Mr. Reiniger

"Gus" Reiniger is known among his associates as "the Colonel". Educated at Annapolis, he served as a major in the Army during the World War and was later assigned, with the rank of lieutenant colonel, to the general staff under Gen. Pershing. Before going into radio with NBC, he was in the consular service of the State Department.

Miller Suit Intervention Granted RCA by Court

PETITION of RCA. asking leave to intervene in the suit of Eli Oberstein against Glenn Miller in the New York Supreme Court, was granted May 3 by Justice Aaron J. Levy, and the plaintiff is now drawing up a new complaint naming RCA as co-defendant with Miller. Oberstein claims that Miller on Feb. 27, 1939, agreed to make phonograph records exclusively for him under a one-year contract with option to renew for another year, and that the contract was breached when Miller refused to record for Oberstein but signed a contract with RCA and has since been recording for that company.

David Mackay, who represents both Miller and RCA, filed two applications with the court, one for Miller asking that RCA be included and one for RCA asking leave to intervene. The court granted the RCA request. RCA's interest is twofold, according to Mackay: first, that Miller could not go on recording for RCA if he lost the suit, and second, that as Oberstein was an employe of RCA on Feb. 27, 1939, he violated his duty to the company by drawing up the contract.

Zenith Radio and FM

LARGE SCALE production of FM receiving sets, as soon as the FCC allocates channels for the new art and fixes standards for the width of its transmision bands, was promised by Comdr. E. F. McDonald, president of Zenith Radio Corp., before Zenith distributors at their recent national convention in Chicago. Until mass sales of FM receivers are in sight, he said, his company will put no sets on the market.

TO MEET the growing demand to see the variety show *Wing Playhouse*, sponsored by Wing Cigarettes, Tuckett's Ltd., Hamilton, Ont., the show has been moved from the studios of CBL, Toronto, where it originated for a Canadian Broadcasting Corp. network, to Eaton's Auditorium, Toronto, which is filled to capacity of 1,500 each week.

YOUR TUBE DOLLAR--

IS IT INVESTED---OR SPENT?

TO BE *invested*, every dollar you put into transmitting tubes should provide:

1—dependable, economical performance *today*

2—research to assure even better tubes *tomorrow*

If the tubes in your transmitter are marked "General Electric" your tube dollar is invested, because G-E transmitting tubes year by year will give you improved performance, and at the lowest possible operating cost.

The GL-857B is a noteworthy example—a tube whose history is another story of G-E achievement:

G-E Engineers . . .

— developed the hot-cathode mercury-vapor rectifier.

— built the first high-voltage mercury-vapor rectifiers, which were soon accepted as standard throughout the industry.

— introduced the 857, and later the new 857 which reduced arc-backs, cut voltage drop and power loss between electrodes, and gave longer life and greater dependability.

— produced a more efficient cathode that cut filament power in half.

— developed the first accurate rectifier emission test, which assured even greater dependability in G-E built tubes.

— designed a new, rigid filament structure, which greatly increased cathode life.

Bulletin GEA-3315A gives technical information and prices on the complete G-E transmitting tube line. Get one from the nearest G-E Office, or write direct to General Electric, Radio and Television Dept., Schenectady, N. Y.

NOW—G.E. announces the GL-266B, a high-power, high-voltage mercury-vapor rectifier—interchangeable with the 266B—and incorporating all the advantages of the GL-857B. Available soon.

GENERAL ELECTRIC

161-3

KFRO Rebroadcasts

KFRO, Longview, Tex., headed and managed by James R. Curtis, is installing receiving antenna equipment to facilitate special broadcasts to be carried by the station through rebroadcasting programs of international shortwave stations. KFRO claims to be one of the first U. S. stations to take advantage of the recent FCC ruling permitting the rebroadcast of international programs. KFRO will set aside regular spots to carry the rebroadcast features. Originating stations thus far giving permission to KFRO to carry their programs include WRUL, Boston, WGEO, Schenectady, and KGEI, San Francisco, with permission expected from WLWO when its new transmitter is completed.

BROMFIELD ASSOCIATES, New York, headed by Louis Bromfield, author, and his brother Charles, will adapt for radio Mr. Bromfield's book *The Rains Came* for presentation this fall as a half-hour weekly program. The program will be produced out of Hollywood and will feature motion picture stars in the leading roles.

SERVING THE RURAL AUDIENCE

Farm Editor Can Build Up Goodwill and Sponsor Interest by Proper Programming

By JOHN F. MERRIFIELD

Agricultural Coordinator, WHAS, Louisville

ABOUT 42% of all the families in the country are rural families. Each of those families has a separate set of needs over and above the needs of urban families. Like urbanites they buy automobiles, refrigerators, washing machines, sewing machines, electric toasters, package foods, tobacco and a long list of other products.

Mr. Merrifield

In addition to that list, which is practically the same as the wants of his urban cousin, the man in the country goes to town for a great number of other items which the city man will never need. And, strangely enough, this additional list is comprised of costly and profitable volume items such as stock feed in ton lots, fertilizer in ton lots, tractors in thousand-dollar units, farm machinery of all kinds, farm supplies, market information, horses, cows, baby chicks, and a number of other items which a wide-awake radio station can help him to buy intelligently simply by telling him where to buy them.

It is peculiar to the farming industry that each rural family enjoys not only the buying power of a family, but the buying power of a business enterprise as well. To further explain the phenomenon, the greater number of American farms are individually owned—or owned by the family.

Thus the family enjoys normal purchasing power that is earned through the profits of the farming operations while the farmer is responsible for an additional purchasing power represented by the needs of the family business. And remember, those family owned farm enterprises are worth anywhere from $10 to $200,000.

What They Want

Are American radio stations qualified to broadcast to this farm market?

It's true the stations have the facilities with which to reach the rural families. And the rural families have the radio with which to receive the broadcasts. But are the broadcast programs what the farm people want?

If the radio preferences of rural America as a whole were to be tabulated, the tabulator would find a marked degree of sophistication and a decided preference for the finer things to be had from radio programs.

Rural people enjoy symphonies and other musico-classics. A visit to their homes will disclose an uncommonly large number of classical numbers in their music libraries. Participation in rural music groups shows an unusual amount of association with the old masters. Almost every county Farm Bureau, County Grange and County Home Economics Club has its choral group whose prime purpose of organization is simply to afford an opportunity for the neighbors to get together and sing the songs they like to sing—popular, religious, ballads, and time-tested songs of the master.

There are some broadcasters who insist "hillybilly" music is the only kind of music farm people want to hear. But we know they are wrong, else why would the farm people in their own musical groups choose to play and sing the classics.

Farm people are interested in well-written, well-acted and well-produced dramas of character, life and situations. All over the country there are rural dramatic groups. Radio productions received in the homes of farm people must be good because the people demand that they be. Still, farm folks, in this respect, are no different from urbanites. Everyone demands good radio programs. Farm people just demand more of them.

Strictly Rural

Besides the usual programs, farm folk have a list of features, all their own which a radio station must broadcast if it expects to hold that audience.

The farm family is closely allied with the farm business, and can keep abreast of developments in the agricultural industry through radio. It therefore devolves upon the sta-

Less than

10c

per inquiry

That's all it cost one hatchery firm to advertise over

KFYR

the regional station with the clear channel coverage

Let us sell your story

550 Kilocycles
NBC Affiliate

Meyer Broadcasting Co.
BISMARCK, N. DAK.

5000 watts day
1000 watts night

National Representative: **John Blair & Co.**

The Pioneer Voice of Kansas

KFBI WICHITA

5000 WATTS 1050 Kc.

Herb Hollister
Vice-Pres. and Gen. Mgr.

tions to broadcast farm economic information at regular intervals. And the mere broadcasting of such information at regular intervals goes a long way toward assuring that station of a regular farm audience. Weather reports, market reports of all produce values, a service designed to help the orchardist in his efforts to control harmful scabs and harmful insects, road condition reports, and many other such service broadcasts tend to gather their own set of listeners—and those listeners generally will be farm people.

In addition they want help in making their farms more profitable and they want it when it will do them the most good—when it is seasonal, and when it's needed. Helpful information by recognized farm authorities, factual talks by farm people themselves, young folks from the country, farm organization leaders, county and state agricultural extension workers, all these features are appreciated by a farm people.

It would seem, then, that this good-will and this increased listener patronage are worth going after. Then the question arises, "How should the radio station go about mining these two worthwhile nuggets?"

A Farm Editor

Easily! Simply by installing a staff member who knows farming, a man who understands the principles of agricultural economics, the operation of the entire agricultural industry, and who is sympathetic to farm problems, a radio station equips itself with the intelligence needed to mine the gold from the farm market.

To be successful the agricultural radio man must be able to sugar-coat educational information at the same time he softens the "punch" in some manner which may, or may not, be considered controversial. Above all, he has to be radio-minded, able to build a presentable broadcast on short notice, endowed with the ability to make everyone want to help put the "broadcast" over, and must at all times remember he is one of the people to whom he is speaking, or to whom he is directing a program. If he possesses all those qualifications and more, he might rate as a successful agricultural radio man.

Then he can start to build programs. His first job is to take a wealth of material which seems to fit into a sustaining program much better than into a commercial show, whip it into shape, sprinkle it with music, gags, sensible information, give it a new twist to make it attractive and appealing to the farm audience and try to sell it to a sponsor who wants to reach the farm market.

He will find it worthwhile to institute regular service broadcasts. The market reports, the weather reports, the river stages, spray services, and all other broadcasts of a like nature will eventually be scheduled at regular intervals throughout the day.

He will find it advisable to go out to the country and pick up remote broadcasts from special farm events. He will want to invite farm leaders to appear before his microphones. He will want to co-operate more closely with the farm organizations, such as the Grange, the Farm Bureau, and other co-ops.

SEASON of the flycasters has begun, and here's proof of real success. Bill Guenther, who has just been placed in charge of WLW's 50,000-watt international shortwave station WLWO, caught this six-pound big-mouth bass the other day in Herrington Lake, near Danville, Ky. Proud of his prowess with the fresh water species, he expects shortly to go down to Key West, Florida, for a try at tarpon. For the initiated, he reports that he caught this one—a beauty, as any angler can attest—with a "spotted river pup" lure.

Fish-by-Fish

OPENING of the Texas fishing season May 1 found the usual contingent of radiomen who are angling enthusiasts on the spot for a remote broadcast over WBAP, Fort Worth, carried from Chief Engineer R. C. Stinson's boat *Static*. Together with Bob Calen, Art Acers and Gene Reynolds, old fishing companions, those who participated in the fish-by-fish broadcast were Harold Hough, WBAP; Martin Campbell, WFAA; Ed Zimmerman, KARK, and George Cranston, WBAP. Results of their casts were not reported to BROADCASTING.

A NEW 500-watt station on 940 kc. in Dallas is sought in an application filed with the FCC by a group of local business men, each holding 25% in Park Cities Broadcasting Corp., organized for the purpose. The stockholders are E. B. Germany, president, banking and oil business; Thomas A. Carpenter, vice-president, insurance and banking; Guy L. Mann, vice-president, insurance and banking, and Wright Titus, treasurer, finance company.

DON'T HIRE A HALL

Halls went the way of the Dodo bird, since WAIR took up the job of guiding incomes into the pockets of WAIR SPONSORS! It's "fixed"! You'll win in a walk with—

WAIR

Winston-Salem, North Carolina

National Representatives
Sears & Ayer

In the INTERMOUNTAIN MARKET

Showmanship for Results

KDYL

The POPULAR *Station*
Salt Lake City

NBC RED NETWORK

National Representative:
JOHN BLAIR & CO.

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KFRC, San Francisco

Dr. J. C. Campbell, San Francisco (dentistry chain), 18 *sa* weekly, thru Allied Adv. Agencies, San Francisco.
J. C. Eno Ltd., Toronto (Eno Salts), 5 *ta* weekly, thru Atherton & Currier, N. Y.
Langendorf United Bakeries, San Francisco (Homestead Bread), 6 *sa* weekly, thru Leon Livingston Agency, San Francisco.
Loma Linda Food Co., Arlington, Cal. (Ruskets), 3 *sa* weekly, thru Lisle Sheldon Adv., Los Angeles.
S. A. Sherer, Los Angeles (loans), 157 *sa*, thru Smith & Bull, Los Angeles.
Pacific Brewing & Malting Co., San Francisco, 6 *sa* weekly, thru Brewer-Weeks Co., San Francisco.
Cook Products Corp., San Francisco (Girard Salad Dressing), weekly *sa*, thru Rufus Rhoades & Co., San Francisco.

WOR, Newark

Decorative Cabinet Corp., New York (household accessories), *sp*, 5 *sa* weekly, thru Reiss Adv., N. Y.
Fidelio Brewery, New York, 3 *sp* weekly, thru Dillingham, Livermore & Durham, N. Y.
Stanback Co. Salisbury, N. C. (headache remedy), 3 *sp* weekly, thru Erwin, Wasey & Co., N. Y.
Peter Paul, Naugatuck, Conn. (Mounds candy bars), weekly *sp*, renewal, thru Platt-Forbes, N. Y.
Manhattan Soap Co., New York (Sweetheart soap), 2 *sp* weekly, renewal, thru Franklin Bruck Adv. Corp., N. Y.

KNX, Hollywood

California Spray Chemical Co., Richmond, Cal. (insecticide), 7 *sa* weekly, thru Long Adv. Service, San Jose, Cal.
Wilmington Transportation Co., Wilmington, Cal. (resort), 6 *sa* weekly, thru Neisser-Meyerhoff, Los Angeles.
Stein Bros., N. Y. (clothing chain store), weekly *sp*, thru Bach, Bernstein & Associates, N. Y.
Alaska Pacific Salmon Co., Seattle (Peter Pan canned salmon), 6 *sp* weekly, thru J. William Sheets, Seattle.

WCOU, Lewiston, Me.

Krueger Brewing Co., Newark, N. J., 156 *t*, thru Warwick & Legler, N. Y.
General Products Co., Boston (Sparrows Pills), 52 *sa*, thru Mason L. Ham Adv., Boston.
Maine Central Railroad, Portland, Me., 52 *sa* direct.
Dawson Brewery, New Bedford, Mass. (ale), 52 *sa*, thru Bresnick & Salomont, Boston.
Harvard Brewing Co., Lowell, Mass. (ale), 99 *sa*, thru John C. Dowd Inc., Boston.

KFI, Los Angeles

American Chicle Co., Long Island City, N. Y. (Black Jack gum), 4 *sa* and *ta* weekly, thru Badger, Browning & Hersey, N. Y.
Flamingo Sales Co., Los Angeles (nail polish), 5 *sa* weekly, thru Milton Weinberg Adv. Co., Los Angeles.

WFAA-WBAP, Dallas-Fort Worth

Interstate Cotton Oil Refining Co., Sherman, Tex. (Mrs. Tucker's Shortening), 2 *sp* weekly, thru Crook Adv. Agency, Dallas.
Joe Lowe Corp., New York (Popsicles), weekly *t*, thru The Biow Co., N. Y.
Studebaker Corp., South Bend, Ind. (Studebaker cars), 2 *t* weekly, thru Roche, Williams & Cunnyngham, Chicago.
Chrysler Corp. (Dodge Division) Detroit, *t*, thru Ruthrauff & Ryan, N. Y.
Bristol-Myers Co., New York (Minit-Rub), *sa* series, thru Young & Rubicam, N. Y.

KIEM, Eureka, Cal.

Bank of America, San Francisco, weekly *t*, thru Charles R. Stuart, San Francisco.
Gill Bros., Portland, Ore. (seeds), weekly *t*, thru W. S. Kirkpatrick, Portland.
Pacific Malt & Brewing Co., San Francisco, weekly *sa* thru Brewer-Weeks Co., San Francisco.
Shell Oil Co., San Francisco, 3 *sa* weekly, thru J. Walter Thompson Co., San Francisco.
Roma Macaroni Co., San Francisco (macaroni), 2 *sa* weekly, thru J. Walter Thompson Co., San Francisco.

WHO, Des Moines

D. L. Clark Co., Pittsburgh (Clark candy & gum), 39 *sa*, thru Albert P. Hill Co., Pittsburgh.
Hotel President, Kansas City, 8 *sa*, thru R. J. Potts & Co. Kansas City.
Cotton Textile Institute, New York (blue denim), 234 *sa* and *t*, thru Donahue & Coe, N. Y.
Procter & Gamble, Cincinnati (Ivory soap), 175 *t*, thru Compton Adv. Inc., N. Y.
Beechnut Packing Co. Canajoharie, N. Y. (Beechnut gum), 176 *sa*, thru Newell-Emmett Inc., N. Y.

KQW, San Jose

Electric Appliance Society of Northern Calif., San Francisco (refrigerators), 18 *sa*, thru Jean Scott Frickelton, San Francisco.
Ry-Lock Co., San Leandro, Cal., (Venetian blinds), 13 *t*, thru Gerth-Knollin Adv. Agency, San Francisco.
Blue Ribbon Books, New York (books), 100 *t*, thru Northwestern Radio Adv. Co., Seattle.
Gardner Nursery Co., Osage Ia. (seeds, plants), 100 *t*, thru Northwestern Radio Adv. Co., Seattle.

WJLS, Beckley, W. Va.

B. C. Remedy Co., Durham, N. C. (headache powders), 18 *sa* weekly, 52 weeks, thru Harvey-Massengale Co. Atlanta.
Clark Bros. Chewing Gum Co. Pittsburgh (Teaberry gum), 52 *sa*, thru Walker & Downing, Pittsburgh.
Cumberland Brewing Co., Cumberland, Md., 24 *sa* weekly, direct.
Duquesne Brewing Co., Pittsburgh, 6 *sa* weekly, thru Walker & Downing, Pittsburgh.
Fesenmeier Brewing Co., Huntington, W. Va. (beer), 288 *sa*, direct.
Fremont Mills, Fremont, Neb. (flour), 26 *sa*, direct.
Red Top Brewing Co., Cincinnati (beer), 30 *sa* weekly, 52 weeks, thru Joseph Adv. Agency Cincinnati.
Skinner Mfg. Co. Omaha (macaroni, noodles), 104 *t*, direct.
A. E. Staley Mfg. Co., Decatur, Ill. (syrup), 26 *sa*, direct.

KGMB-KHBC, Honolulu-Hilo

Fontana Food Products Co., San Francisco (Fontana foods), 26 *t*, thru Brewer-Weeks Co., San Francisco.
Welch Grape Juice Co., New York (grape juice), 39 *t*, thru National Export Adv. Service, N. Y.
Lever Bros., Cambridge, Mass. (Rinso), 13 *t*, thru National Export Adv. Service, N. Y.
Soil-Off Mfg. Co. Glendale, Cal. (Soil-Off cleaner), 39 *sa*, thru Hillman Shane Adv., Los Angeles.

WABC, New York

Bond Stores, New York (men's clothing), 6 *sp* weekly, thru Neff-Rogow, N. Y.
Krug Baking Co., New York (bakery products-coffee), 3 *sp* weekly, thru Elmer L. Cline, N. Y.
Rapinwax Co., St. Paul (wax paper), weekly *sp*, thru W. I. Tracy Inc., N. Y.

KSFO, San Francisco

New Century Beverage Co. San Francisco (Belfast sparkling water), weekly *sp*, thru M. E. Harlan Agency, San Francisco.

WEAF, New York

S. B. Thomas, Long Island City (Protein Bread and English muffins), 3 *sp* weekly, 26 weeks, thru Chas. W. Hoyt Co., N. Y.

WJZ, New York

F. G. Vogt & Sons, Philadelphia (scrapple), weekly *sp*, 13 weeks, thru Clements Co., Philadelphia.

"Oh, he's always bragging about what a swell salesman he is."

Pd. Adv.

WHN, New York

Purity Bakeries Corp., Chicago (Taystee bread), 23 *sp* weekly, 36 weeks, thru Campbell-Mithun, Minneapolis.
American Cigarette & Cigar Co. New York (Pall Mall cigarettes), 97 *sa*, weekly, thru Young & Rubicam, N. Y.
Virginia Dare Extract Co., Brooklyn, N. Y. (soft drink extracts), weekly *sa*, 4 weeks, thru H. B. LeQuatte, N. Y.
Shubert Theatrical Productions, New York ("Too Many Girls"), weekly *sa*, thru Blaine-Thompson, N. Y.
Suffolk County Federal Savings & Loan Assn., Long Island, N. Y., 3 *sp* weekly, direct.
Stanback Co., Salisbury, N. C. (headache remedy), 24 *sa* weekly, 13 weeks, thru Erwin, Wasey & Co., N. Y.
Cashman Laundry Corp., New York, 18 *sa* weekly, 6 weeks, thru Lawrence Fertig & Co., N. Y.
Auto Racing Review, New York (midget races), weekly *sp*, 52 weeks, direct.

KMPC, Beverly Hills, Cal.

United Diathermy Inc., Los Angeles (diathermy machines), 6 *sp* weekly, thru Sidney Garfinkel Adv. Agency, Los Angeles.
Personal Finance Co., Los Angeles (finance), 7 *sa* weekly, thru Barton A. Stebbins Adv. Agency, Los Angeles.
Tidewater Associated Oil Co., San Francisco (gas & oil), weekly *sp*, thru Lord & Thomas.
Bekins Van & Storage Co., Los Angeles (chain), weekly *sp*, thru Charles N. Stahl Agency, Hollywood.
Union Pacific Railroad, Omaha (rail transportation), 5 *sa* weekly, thru Caples Co., Los Angeles.
Why-Kevo Products Co., Azusa, Cal. (food beverage), 3 *sp* weekly, thru Lisle Sheldon Adv., Los Angeles.

KHJ, Los Angeles

Oakite Products Inc., New York (Oakite cleanser), 2 *ta* weekly, thru Calkins & Holden, N. Y.
McClintock-Stern Co., Los Angeles (Claremont bird seed), 11 *ta*, thru Emil Brisacher & Staff, Los Angeles.
Lydia E. Pinkham Medicine Co., Lynn, Mass. (proprietary), 4 *ta* weekly, thru Erwin, Wasey & Co., N. Y.
Ru-Ex Co., Chicago (proprietary), 10 *sa*, thru Guenther-Bradford & Co., Chicago.
Marvel Sales Co., Los Angeles (ant control), 2 *sp* weekly, thru Hillman-Shane Adv. Agency, Los Angeles.

WEEI, Boston

New York, New Haven & Hartford RR, Boston, *sa* series, thru John C. Dowd Inc., Boston.
Mello-Glo Co., Boston, 3 *sa* weekly, thru H. W. Kastor & Sons, Chicago.
Moxie Co., Boston (beverage), *ta* series, thru Alley & Richards Co., Boston.
Gruen Watch Co., Cincinnati, 6 *sp* weekly, thru McCann-Erickson, N. Y.
Lee Tire & Rubber Co., Conshohocken, Pa., *sa* series, thru Benjamin Eshleman Co., Philadelphia.

KOA, Denver

Holtite Mfg. Co. Baltimore (Cat's Paw rubber heels, soles), 2 *ta* weekly, thru S. A. Levyne Co., Baltimore.
J. C. Penney Co., New York (chain store), 5 *t* weekly thru Pedlar & Ryan, N. Y.
Safeway Stores Oakland, Cal. (grocery chain), 5 *sa* and *ta* weekly, thru Lord & Thomas, San Francisco.

WBLK, Clarksburg, W. Va.

B. C. Remedy Co., Durham, N. C. (proprietary), 364 *ta*, thru Harvey-Massengale Co., Atlanta.
Ex-Lax Mfg. Co., Brooklyn (proprietary), 60 *ta*, thru Joseph Katz Co., Baltimore.

Radio Advertisers

WITH radio continuing as the backbone of its promotion, Adams Clothes Store, chain of men's clothing stores with units in Philadelphia, Wilmington, Norristown, Chester and Trenton, has completed plans for the heaviest promotional and advertising campaign in its history, according to J. M. Korn & Co., Philadelphia agency handling the account. Taylor Grant's 11 p.m. news commentatories on WCAU, Philadelphia, and Art Douglas' *C'mon 'n Dance* show nightly on WIP, Philadelphia, have been added to the radio schedule.

JACOB RUPPERT BREWERY, New York, for the last month has been using half-minute spot announcements for Knickerbocker beer on New York stations WMCA, WNEW, WHN and WQXR, to supplement its thrice-weekly sports news program with Stan Lomax on WOR, Newark. The singing announcements, presented daily, feature the Century Quartet, with Dan Seymour introducing them with the slogan, "Make Mine Ruppert". Ruthrauff & Ryan, New York, is agency.

LIBERTY TITLE & TRUST Co., Philadelphia bank, has started its first venture in radio with Sunday sponsorship of Bill Lang's *Spotlighting the News* on KYW, Philadelphia. The program combines spot news and feature stories. Jack deRussy, of the KYW sales staff, placed the business through Geare Marston Inc., Philadelphia, with Dee C. Brown of the agency in charge.

KONGO GARRBO Corp. New York, early in June will place on the market a new soft drink called Konga. Radio will probably be included in the advertising plans which are not definitely set.

INTERNATIONAL HARVESTER Co., Chicago (farm implements) on May 6 started six-weekly quarter-hour news periods featuring Julian Bentley on WLS, Chicago. Contract is for 52 weeks. Aubrey, Moore & Wallace, Chicago, is agency.

ILLINOIS MEAT Co., Chicago, has renewed its *Play Broadcast* program for an additional 13 weeks on WGN and MBS. Time for the audience participation quiz show remains the same, 7-7:30 p. m. (CDST) on Mondays. Ralph J. Rosenthal is the account executive of Neisser-Meyerhoff, Chicago, the agency.

UNITED DRUG Co. Boston, from April 16-20 and from May 1-3 promoted its semi-annual one-cent sale of Liggett and Rexall products with the *Rexall Magic Hour*, series of quarter-hour programs transcribed by NBC Radio-Recording Division, on stations throughout the country. The program featured the Radio Rogues, Tony Martin, Glen Gray's Orchestra and Basil Ruysdael as announcer. Stations used during April 16-20 sales totaled 105. During May 1-3 sales stations numbered 77. Agency is Street & Finney, New York.

20th CENTURY FOOD STORES, Tacoma (chain), to answer the welter of questions which arise from use of Federal Surplus Commodities Food Stamps, is sponsoring a thrice-weekly quarter-hour program, *Food Stamp Quiz*, on KMO. Program is used as a clearing house for all queries regarding the stamp plan. Answers to all questions are supplied by the Stamp Plan Tacoma office.

MATHEW FURNITURE Co. is sponsoring the first and only Italian *Amateur Hour* in Detroit, heard Friday evenings over WJBK. The first WJBK foreign novelty hour was a *Polish Quiz*, reported drawing a big mail pull for the Pfeiffer Brewing Co., Detroit.

ON ITS fifth anniversary recently the *Ave Maria Hour*, heard on 132 stations in 45 states, was awarded the Knights of Columbus award for meritorious service in religious education. The Very Rev. Raphael Grande, S.A., Superior General of the Friars of the Atonement (left), conducting the program, here accepts the plaque from George Timone, vice-chairman of the New York Chapter of the Knights of Columbus.

Pools Peddled

PADDOCK ENGINEERING Co., Los Angeles, new to radio, to stimulate interest in its low-cost swimming pools, in an 11-week campaign which ends July 7 is sponsoring a twice - weekly five - minute sports program, featuring Gary Breckner as commentator, on KNX, Hollywood. Firm in addition is using six spot announcements weekly on KFAC, Los Angeles. Agency is Culbreth Sudler Co., Los Angeles.

BEKINS VAN & STORAGE Co., Los Angeles (chain), a consistent user of West Coast radio, on April 28 started a six-week test of an hour program, *Stairway to Stardom*, on KMPC, Beverly Hills, Cal. Program is designed to showcase young and promising professional talent for radio and motion picture talent scout approval. Bekins in addition is using from three to six spot announcements weekly on KNX, KFI, KSFO and KLZ, and during the season will add other stations. Brooks Adv. Agency, Los Angeles, has the account.

EL DORADO BREWING Co., Stockton, Cal., in mid-May started a radio campaign on four Northern California stations — KTRB, Modesto, KYOS, Merced, KGDM, Stockton and KROW, Oakland. The company is using four to ten 20-second novelty transcriptions a day. Account is placed through Sidney Garfinkel Adv. Agency, San Francisco.

CARNATION ICE CREAM Co., Oakland, Cal. a subsidiary of the Carnation Milk Co., recently started sponsoring a transcribed version of *The Shadow* on KFRC, San Francisco. Account placed through Erwin, Wasey & Co., San Francisco.

J. A. HAUGH MFG. Co., Toronto (work clothes) has started a test campaign twice weekly quarter-hour musical transcriptions on CHNS, Halifax. Account was placed by Wm. R. Orr & Co., Toronto.

UNION OIL Co., Los Angeles (glass cleanser), through Lord & Thomas, that city, in a seven-day campaign which ended May 14, used a total of 13 spot announcements each on KOMO, KOIN, KPO and KFWB.

BULLOCK'S Inc., Los Angeles (department store), consistent user of spot radio, on May 6 started a five-weekly quarter-hour program, *Views & Reviews*, on KECA, that city. Contract is for 13 weeks, placed by Dana Jones Co., Los Angeles.

SOIL-OFF MFG.. Co., Glendale, Cal. (paint cleaner), thru Hillman-Shane Adv. Agency Inc., Los Angeles, has rearranged its list of stations and on May 6 started using five weekly participations in *Homekeepers Calendar* on KOMO, Seattle, and *Newspaper of the Air* on KOIN, Portland. In addition, the firm continues weekly participation in *Home Service Bureau* on KHQ; *Food Forum* on KSL; *Just For Fun* on KDYL, and *International Kitchen* on KPO.

WILMINGTON TRANSPORTATION Co., Avalon, Cal. (Catalina Island vacation resort), seasonal radio user, for the third consecutive year, on May 6 started for 13 weeks a five-weekly quarter-hour, man-on-the-street program *Santa Catalina Fun Quiz*, on six CBS West Coast stations, Monday thru Friday, 1:30-1:45 p. m. (PST). Firm is also using seven time signals weekly on KNX, Hollywood, and three spot announcements each week on WOAI, KTSM and KPRC. In addition, 22 quarter-hour programs will be sponsored on KNX only during August. Agency is Neisser-Meyerhoff, Los Angeles.

STANBACK Co., Salisbury, N. C., on May 6 started the *Voice of Experience* via transcription on WOR, Newark, Mondays, Wednesdays and Fridays, 1-1:15 p.m. The program follows a 13-week campaign of spot announcements on New York stations WHN, WMCA, WOV and WEVD, which will be continued with the addition of WNEW. Heard last year on MBS under sponsorship of Lydia E. Pinkham Medicine Co., the *Voice* starts its 17th consecutive year of broadcasting with the Stanback campaign. The company planned to broadcast the series live, but previous commitments are keeping the *Voice* in Hollywood, and for the present recordings will be made in California and flown to New York. Erwin, Wasey & Co., New York, is Stanback agency in that city.

FELS & Co., Philadelphia (Naptha soap), on May 6 started twice-weekly sponsorship of Lisa Sergio's *Column of the Air* on WQXR, New York, Mondays and Wednesdays, 10-10:30 p. m. Young & Rubicam, New York, is agency. The program is sponsored Tuesdays and Thursdays by Botany Worsted Mills, and on Fridays by Escoffier Sauces.

ASSOCIATED District Newspapers, Los Angeles, representing some 35 weekly and bi-weekly neighborhood publications, placing direct, has started a weekly quarter-hour program, *Fishing Pals*, on KRKD, Los Angeles. Series features J. Charles Davis Jr., as commentator. He also writes a fishing column for the publications.

SOCIAL OIL & REFINING Co., Los Angeles (Paragon gasoline), new to radio, in a 52-week contract has started sponsoring the six-weekly quarter-hour evening news period on KRKD, that city. Other Southern California radio is also planned. Smith & Bull Adv., Los Angeles, has the account.

LAMBERT PHARMACAL Co. (Canada) Ltd., Toronto (Listerine), started May 9 *Charlie Chan* weekly on CJRM, Regina, Sask., and May 8 on CJRC, Winnipeg. Account placed by Lambert & Feasley, New York.

HAAS BARUCH & Co., Los Angeles (Iris coffee), frequent user of Southern California radio, on April 28 started a weekly quarter-hour program, *The World's a Stage*, on KFI, that city. Contract is for 39 weeks. Herb Allen is commentator. Leonard Reeg writes the series with Bud Edwards producing. Firm is also using 30 spot announcements weekly on KHJ, Los Angeles. Robt. Smith Adv. Agency, Los Angeles, has the account.

NOVA-KELP Ltd., Toronto (medicinal), started May three daily spot announcements six times weekly on CFCO, Chatham, Ont. Account was placed by Benison Co., Toronto.

TRANSCRIPTION TOPICS by the LITTLE TAILOR

SUMMER IS usually that happy time of year when business gets a little lousy and a guy can go golfing with a clear conscience. So here we are getting busier every day! You can't trust anything any more.

BUT WE'VE only ourselves to blame. For we just came out with another history-making FIRST that already has stirred up a small cyclone in the sales department. *This month we have released the first transcribed dramatized commercial spots ever to be offered in conjunction with a library service!*

THE FIRST series of these transcribed SPOT-ADS, now ready, covers the Used Car field. They're as clever and unique dramatizations as have ever been used on the top-budget shows—all in all the strongest spots to hit radio since the Borealis.

AND WE should know. By the time the turntable had given out with the test auditions we were all so overripe, a Used Car salesman could have walked in and sold anyone of us a 1910 Case with isinglass windshield and oar-lock shift.

YOU FEEL kinda cheap in this day of million-dollar contests asking anyone to write in unless you're going to play Box-top Bingo with them. You can get further details on these transcribed SPOT-ADS by writing the Chicago office, but it's pretty nervy to tell a guy who can win $50,000 for just writing in and naming a baby, that for the same amount of effort and postage all he gets is good old Further Details.

TELL YOU what. You write in, and *I'll* name a baby. Blonde, about five feet two, in Kansas City.

Are Your Transcriptions Up to Standard?

Standard Radio
TAILORED TRANSCRIPTION SERVICE
CHICAGO • HOLLYWOOD

SUPERTEST PETROLEUM Corp., Toronto, starts about May 17 daily dramatized spot announcements on 15 Canadian stations, carried on recordings by Dominion Broadcasting Co., Toronto, and placed through Harry E. Foster Agencies, Toronto.

SOUTHERN CALIFORNIA Building & Loan Assn., Los Angeles, out of radio for more than a year, has started sponsoring a thrice-weekly quarter-hour news program on KECA, Los Angeles. Series features Pat Bishop as commentator. Contract is for 52 weeks, having started April 15. Don Hill Adv. Agency, Los Angeles, has the account.

MARVEL SALES Co., Los Angeles (ant control), in a four-week test campaign which ends May 16, is using two participations weekly in *Norma Young's Happy Homes* program on KHJ, that city. Hillman-Shane Adv. Agency, Los Angeles, has the account.

ALASKA PACIFIC SALMON Co., Seattle (Peter Pan canned salmon), through J. William Sheets, that city, on May 23 starts for 13 weeks, participation six times weekly, in the combined *Sunrise Salute* and *Housewives Protective League* programs on KNX, Hollywood. Sparkletts Drinking Water Corp., Los Angeles, Southern California distributors of bottled water, in a 13-week campaign which started April 29, through Heintz, Pickering & Co., that city, is also using six-weekly participations in those programs.

DEHYDRATED YEAST SALES Co., Toronto (Hi-Do Yeast), has started test campaigns with weekly *Man On the Street* interviews on CFOS, Owen Sound, Ont.; 12 weekly spot announcements and weekly *Barn Dance* on CKNX, Wingham, Ont. Account placed by Benison Co., Toronto.

THE LARGEST TRADING AREA
BETWEEN BALTIMORE AND ATLANTA

NBC RED and BLUE

WPTF
RALEIGH, N. C.
680 Kilocycles — 5000 Watts

With 1,055,000 population centering its trade in Raleigh, North Carolina's State Capital takes first rank in the fast developing new South. * * * This trading area was defined by B.B.D.&O., the figures come from Sales Management. We have a study for you containing all the facts. * * * Big as our trading area is, WPTF coverage is much greater, for 5000 watts on 680 KC with fine engineering equipment provide the best signal with NBC Red and Blue programs over a wide area. * * * Do these facts suggest why WPTF carries one of the highest percentages of national spot in the nation?

FREE & PETERS, Inc. National Representatives
Chicago — New York — Detroit
San Francisco — Los Angeles — Atlanta

Paint Magic

AS THE initial step in local Clean-Up Week promotion, WJW, Akron, on May 7 parked its mobile unit in front of one of Akron's oldest houses to chronicle one of the speediest paint jobs of all time. With a working crew of 78 painters given the go-ahead signal promptly at 4 o'clock in the afternoon, the old house was given a complete coat of paint in less than 10 minutes.

RITZ ICE CREAM Co., Los Angeles, new to radio, to introduce its five-cent Tarzan cup, on April 27 started sponsoring the thrice-weekly quarter-hour transcribed program, *Tarzan*, on KECA, that city. Contract is for 13 weeks, with placement through Robt. Smith Adv. Agency, Los Angeles.

AMERICAN Federation of Labor, Washington, has started a thrice-weekly quarter-hour program, *The Nation's Builders*, on KFWB, Hollywood. Program features John J. Colbert as commentator and is under supervision of Meyer L. Lewis, personal and western representative of William Green, president of AFL. A different subject is discussed on each program. The series may be extended nationally by early summer, it was indicated on the Coast.

Quaker's New Process

QUAKER OATS Co., Chicago (Puffed Rice, Wheat), has announced development of a new manufacturing process which adds vitamins to its products. Effective the latter part of May exploitation of the process will start on its *Girl Alone* serial, heard over the NBC-Red network. Plans for fall promotion on this new angle, which will include radio, have not been worked out yet, according to Ruthrauff & Ryan, Chicago, agency handling the account.

B&W Gets 'Showboat'

GRANTED permission to revive the title of Edna Ferber's famed novel, *Show Boat*, Brown & Williamson Tobacco Co., Louisville, on May 3 replaced *Home Town Unincorporated* on NBC-Blue, Fridays, 9-9:30 p. m., with the *Show Boat* program, which has not been on the air since October, 1937. "Here Comes the Show Boat," by Jerome Kern, is again the theme music for the program, which features Virginia Verrill, Marlin Hurt, Dick Todd and two orchestras. Russell M. Seeds Co., Chicago, handles the account.

Rem-Rel Buying

MARYLAND PHARMACEUTICAL Co., Baltimore, on Sept. 30 will start a 26-week series of transcribed five-minute programs for Rem and Rel on WOR, Newark, featuring music from the WOR Library Service. The series will be heard five times weekly, 4:10-4:15 p.m. Agency is Joseph Katz Co., Baltimore.

BROWN & WILLIAMSON Tobacco Co., Louisville, on April 29 shifted the daily broadcasts of Avalon baseball news by Waite Hoyt from WABC, New York, to WOR, Newark. Russell M. Seeds Co., Chicago, is agency.

NOT Gallahadion or even Bimelech, but nevertheless the citizens of Great Falls, Mont., got the general idea when KFBB "plugged" Gillette Safety Razor Co.'s broadcast of the Kentucky Derby on CBS.

Minimum Contract Called Basis of Radio Success

POINTING out that radio has been successful because of its minimum 13-week contracts, Kenneth Collins, assistant to the general manager of the *New York Times* and a veteran advertising executive, speaking May 1 before the Advertising and Sales Executives Club of Montreal, stressed the vital necessity for continuity in advertising. The challenge to advertising in the coming decade, he said, will be the avoidance of waste, and he suggested the following formula:

1. Be sure to find items that have ready public acceptance or that have the potentiality for such acceptance.
2. Be sure you advertise them only in those communities where your prospective customers are.
3. Give advertising campaigns a chance to work by sticking with them for a reasonable length of time.

Johnson Wax Subs

S. C. JOHNSON & SON, Racine, Wis. (floor wax), will replace its current *Fibber McGee & Molly* program on 82 NBC-Red stations, Tuesday, 9:30-10 p.m. (EDST), with a musical program, *America Sings*, as a summer substitute for 13 weeks, with broadcast of July 2. Meredith Willson will direct the orchestra, with Kay St. Germain and Ray Hendricks, vocalists. Cliff Nazarro will also be added as vocalist and comedian. Cecil Underwood, agency producer of the current *Fibber McGee & Molly* series, and Don Quinn, writer, continue in that capacity for the summer show. Harlow Wilcox will announce. Agency is Needham, Louis & Brorby, Chicago.

Friend's Tobacco Discs

P. LORILLARD Co., New York, on June 3 will start twice-weekly transcriptions featuring Arthur Godfrey on 14 stations for Friend's smoking tobacco. The series has been heard for the last few months for Union Leader tobacco and will be discontinued for a two-week period before starting for Friend's. Lennen & Mitchell, New York, handles the account.

TRANSCRIPTIONS

FOX FEATURE SYNDICATE, New York, distributor of the transcribed weekly series, *The Blue Beetle*, produced by Jean Grombach, reports that 44 stations have signed for the program within the first three weeks, as follows: KLRA WLAW WSPR WCAR WBCM WWVA KLUF WSLI WELI WISE WCSC WDNC WMOB WSKB KCMO WPIC WBRC WSFA KOY WPAR WRDW WIBX KSAN WMMN WHIO KRIC WABI KDAL WCAX WNBF WCHS WJBK WKBB WTAQ WSLB KVOX WNOE WGAN WRNL KSOO WTOL WMCA WGH and WCFL.

E. I. duPONT de NEMOURS Co., Wilmington, has contracted with the transcription and recording service of WOR, Newark, to record a series of 12 half-hour programs, titled *The Cavalcade of America* and similar to the company's current weekly program of that name on NBC, for use in schools throughout the country. Assn. of School Film Libraries, New York, will distribute the recordings which are made for both 33 1/3 and 78 r.p.m. equipment.

SUPERMAN Inc., New York, which produces the *Superman* thrice-weekly quarter-hour transcriptions, currently sponsored on 11 stations by Hecker Products has placed the series on 30 additional stations. All-Canada Radio Facilities Ltd. is arranging for 28 Canadian stations to start the series sustaining on varying dates in June; Martin Gas & Oil Co., Phoenix, on May 15 started *Superman* on KOY, Phoenix, and Cyma Watches will sponsor the program for 13 weeks on KZRM, Manila.

SERIES of transcribed shows incorporating dramatic highlights in the lives of well-known 20th century personalities through parts of addresses in their own voices has been announced by the Library of Voices of Audio-Scriptions Inc., New York. First series will cover King Haakon, Haile Selassie, Mme. Chiang Kai-Shek, Jane Addams, Amelia Earhart, Theodore Roosevelt, Pope Pius XI, Guglielmo Marconi, Thomas Edison, Albert Einstein, Neville Chamberlin, Winston Churchill, Edouard Daladier, Leon Blum, A. Conan Doyle and William Jennings Bryan.

NEW subscribers to the Charles Michelson *Speedy-Q* sound effects library include: WHAM, Rochester; Philco Radio & Television Corp.; Canadian Broadcasting Corp.; Texas U, and Radio Wire Television Corp.

FOR transcriptions distributed through the NAB-Lang-Worth tax-free music service, Lang-Worth Feature Programs, New York, has adopted identification labels incorporating titles with a chart to indicate the number of times each selection on the disc has been played.

COMMERCIAL RECORDING Studios, New York, on May 15 is moving to new and larger quarters on the entire seventh floor of 550 Fifth Ave., along with Radio House, a subsidiary. New telephone is Lackawanna 4-8615.

NBC is now sending its semi-monthly lists of new *Thesaurus* releases to all subscribers enclosed in planographed folders which contain editorial discussions of transcription news as well as descriptions of new *Thesaurus* features and suggestions for their use.

RADIO PROGRAMS Division of Walter Biddick Co., Los Angeles, has produced two new series of recorded one-minute dramatized announcements for optometrists and auto loan firms.

HENRY MENJOU, brother of Adolph Menjou, film star, has been appointed sales manager of Radio News Reel, Hollywood transcription news service.

A COUNT OF COWS
Test Stunt Gives Feed Firm Needed Facts

TO PICK outlets best suited to advertising the coconut meal concentrate for cows manufactured by El Dorado Oil Works, San Francisco, Sidney Garfinkel Adv. Agency in that city recently conducted a novel test on five Northern California stations. The agency put one spot announcement on each of the five stations at 7 a. m. on the same day. The spot offered an inexpensive miniature painting to listeners sending in a card to the station telling how many cows they milked.

This information request assured the client of receiving replies from only qualified dairy farmers. A total of 770 replies resulted from the single spots on the five stations. At present two spot announcements weekly are being used on KTRB, Modesto; KGDM, Stockton; KIEM, Eureka, and KTKC, Visalia, with participations on Portuguese programs on KQW, San Jose, and KROW, Oakland.

Radio Plans Are Ready For Exposition on Coast

RADIO division of the Golden Gate Exposition on Treasure Island has organized for the opening of the fair May 25. Bob Colsen was named radio director; Jack Jov, program and musical director; Charles Bulotti, in charge of special events. In addition the division employes four announcers, a chief engineer and 10 technicians.

There are three large broadcasting studios in the California Auditorium on the fair grounds, 26 remote pickup spots and 42 speaker outlets throughout the grounds. In addition the division has a public address sound truck for special events and sound pylons for a special portable stage on which special events will be held. On opening day, May 25, special transcontinental broadcasts will originate from the fair over CBS, NBC and MBS as well as all the San Francisco Bay area local stations. According to Mr. Colsen, practically every station in the San Francisco area will present one or more programs daily from the Treasure Island radio studios.

Standard's 'Spot-Ads'

STANDARD RADIO has completed the first of a series of transcribed *Spot-Ads*, short dramatized episodes of approximately 35 seconds duration, which are being offered subscribers to its libary service for local accounts. The first lot of 48 announcements covers the used car field. Such fields as clothing, bread, jewelry and credit purchases will be incorporated in succeeding *Spot-Ads*. Schwimmer & Scott, Chicago advertising agency, has been retained to write and produce the series.

NEW AUSTRALIAN war emergency restrictions have placed coating lacquer for transcriptions on the prohibited list. American-made compounds for the base of transcription discs can still be imported in small lots, however, provided import licenses are secured from the government in advance.

When you think of

NEW ORLEANS

you think of:

PALM TREES and PATIOS

and

WWL
NEW ORLEANS

50,000 WATTS

The greatest selling POWER in the South's greatest city

CBS AFFILIATE . . . NATIONAL REPRESENTATIVE . . . THE KATZ AGENCY, INC.

Fr. Coughlin Suspends, Will Return Next Autum

ALTHOUGH he remained on the air through the summer of 1939, Fr. Charles E. Coughlin, Detroit radio priest, through his agency, has notified all stations of his independent network that his May 12 broadcast would cancel his series until Oct. 6. Stanley Boynton, head of Aircasters Inc., handling the account, stated that this was a suspension only and that the priest will return over more stations next autumn with a new series of Sunday one-hour broadcasts.

Fr. Coughlin's current contracts were scheduled for one year, and at last reports he was being carried by about 40 stations despite the NAB code committee's ruling that his broadcasts contravened the NAB code. Some of the stations on his independent hookup have stated they would carry out their contract periods only and would not renew.

Sonata by Swing

ALTHOUGH Raymond Gram Swing, MBS commentator, kept secret the first public performance of his sonata for violin at the New York Public Library April 17, the sonata caused such comment that Alfred Wallenstein, music director of WOR, Newark, asked Mr. Swing to allow its presentation on MBS. Mr. Swing accepted and the sonata, titled "Fantasia Quasi Una Sonata, Opus 6," will be played May 19 on MBS by Walter Eisenberg, violinist, and Martha Thompson, pianist.

CANADIAN Assn. for Adult Education has issued a pamphlet titled *What About the CBC*, outlining aims, policies, programs and problems of the Canadian Broadcasting Corp.

NOT MUCH DOUGH IN BISCUIT (Ky.)!

Take it from us, you'll never get much in the way of sales from Biscuit, Bandana or Broad Bottom (Ky.)! Villagers there just haven't the "dough" to buy a lot of your goods. But here in the Louisville Trading Area, folks have nigh onto *twice* the buying power of all the rest of Kentucky. For instance, this area owns 58% more passenger cars than the rest of Kentucky put together! . . . These are the folks WAVE reaches and *influences*. Let us send you the proof!

LOUISVILLE'S WAVE

INCORPORATED

1000 WATTS • • • 940 K.C. • • • N.B.C.

NATIONAL REPRESENTATIVES: FREE & PETERS, INC.

N. Y. Milk to Mathes

NEW YORK STATE Milk Publicity Bureau has again awarded the contract for its annual campaign to J. M. Mathes, New York, and plans to spend $300,000 throughout the year, starting July 1. According to the agency, some changes in the radio set-up of spot announcements on 17 stations used last year will be effected, but no details will be released until early June. J. M. Mathes also handles the New York State Brands & Produce account, for which Governor Herbert Lehman has appropriated $20,000. Because State brands for farm porducts are still in the development stage, few advertising plans have been discussed, although radio may be used late this fall or next year.

H. M. Smith Joins WLW

HARRY MASON SMITH, for the last four years sales manager of WBBM, Chicago, has assumed a new position as sales service manager of WLW, Cincinnati, under R. E. Dunville, general sales manager. Before joining WBBM, Smith was vice-president of Henri, Hurst & McDonald, Chicago agency, in charge of sales. For 10 years prior to that he was vice-president and director of sales for Hilmer V. Swenson Adv. Co., Chicago.

Mr. Smith

ANA Spring Session

THE USE of radio as an advertising medium was one of the subjects discussed at the semi-annual meeting of the Assn. of National Advertisers, held May 13-15 at the Westchester Country Club, Rye, N. Y. The meeting was not open, but served as a discussion forum for the principal buyers of advertising in the United States, representing an annual expenditure of $400,000,000. A. Wells Wilbor of General Mills, Minneapolis, led the session on radio, during which ANA members discussed radio checking methods, the advantages and disadvantages of radio research, the cost of radio per 1,000 listeners, the "war on listening habits", and contractual relations with talent.

'Melody Ranch' to be Filmed

REPUBLIC PRODUCTIONS, Hollywood, has acquired film rights to the name, *Melody Ranch*, title of the weekly half-hour western dramatic radio series featuring Gene Autry, singing cowboy and actor, sponsored by Wm. Wrigley Jr. Co. (Doublemint gum), on 66 CBS stations, Sunday, 5:30-6 p. m. (EDST). Negotiations were handled by J. Walter Thompson Co., Hollywood, agency producing the radio program. A motion picture, featuring Autry, will be written around the title. Included in the film will be several members of his radio show.

AMERICAN TOBACCO Co., New York, on May 9 discontinued the recorded rebroadcasts of Kay Kyser's *College of Musical Knowledge*, which since last fall have been carried on 19 stations of the Mutual and Colonial networks, Thursdays, 8-9 p. m. The program continues live on NBC-Red, Wednesdays, 8-9 p. m. for Lucky Strikes. Lord & Thomas, New York, is the agency.

AGENCY Appointments

FLORIDA CITRUS COMMISSION, Lakeland, Fla., to Arthur Kudner to conduct campaign for 1940-41. Media plans are not settled, but radio probably will be included.

NEW YORK STATE Tourist Bureau to Kelly, Nason, New York. Media plans have not been completed, but radio may again be included, following its successful use last year.

L. N. RENAULT & Sons, Egg Harbor, N. J. (wines), to Jerome B. Gray & Co., Philadelphia.

PACKERS TAR SOAP Co., New York, to Ivey & Ellington Inc., Philadelphia.

SALES AFFILIATES, New York, to Dillingham, Livermore & Durham, New York, for Loxol and Wisk hair remover. Radio considered in media plans.

NASSOUR BROS. Inc., Los Angeles (cosmetics), to Milton Weinberg Adv. Co., Los Angeles. Radio will be included in media plans, which are not yet settled.

MOORE & QUINN BREWERY, Syracuse, N. Y., to Flack Adv. Agency, Syracuse.

ALKA-BROMO CALIFORNIA Corp., San Francisco (headache remedy), to Allied Adv. Agencies, San Francisco. Radio planned for future.

KNICKERBOCKER HOTEL, Hollywood, to Elwood J. Robinson Adv. Agency, Los Angeles. Using radio and other media.

GOLDEN WEST PRODUCTS Co., Los Angeles (food products), to Brooks Adv. Agency, Los Angeles. No immediate radio.

CHEF BOIARDI FOOD PRODUCTS Co., Milton, Pa. (spaghetti), to McJunkin Adv. Co., Chicago.

CUMMER PRODUCTS Co., Bedford, O., recently purchased by Sterling Products, New York, to Young & Rubicam, New York, for Energine cleaner and Molle shaving cream. No additional radio planned besides the two current programs, *What Would You Have Done?* for Energine on NBC-Blue and *Battle of the Sexes* for Molle on NBC-Red.

ALEXANDER Co., Philadelphia (clothing), to Herald Adv. Agency, Philadelphia. Radio will be used with newspaper and direct mail campaigns.

Coast Session Plans

WITH Reg. M. Dagg, commercial manager of CKWX, Vancouver, B. C., having been appointed general chairman, plans for the Pacific Advertising Clubs Assn. annual convention, to be held in that city July 7-11 inclusive, are being completed. Several hundred agency and station executives from all parts of the West are expected. Hugh Feltis, commercial manager of KOMO-KJR, Seattle, is chairman of the radio division. One of the principal speakers will be Lewis Allen Weiss, general manager of Don Lee Broadcasting System, who will discuss television.

South Carolina's *ONLY* Regional CBS Station

WCSC

Charleston, S. C.

1000 watts

Free & Peters, Representatives

Agencies

HERB POLESIE, onetime radio producer and for the last four years in motion picture production, has been signed by Lennen & Mitchell Inc., to produce the weekly NBC *Don Ameche Show*, sponsored by P. Lorillard Co. (Old Gold). He took over his new duties in Hollywood May 9 and will work with Mann Holiner, radio director of the agency, for two weeks until the latter returns to his New York headquarters. Holiner has been producing the show. Jay Clark continues as Lennen & Mitchell producer of the weekly NBC *Woodbury Hollywood Playhouse*, sponsored by Andrew Jergens Co. (soaps). Polesie was J. Walter Thompson Co. producer of the NBC *Shell Chateau* when sponsored by Shell Oil Co. in 1936.

ALLEN & REYNOLDS, Omaha, is the new name of the former Earl Allen Co. agency, with Milton H. Reynolds, formerly vice-president of the latter firm, acquiring a substantial part of the company stock late in April. Mr. Reynolds, account executive and art director of the agency for the last eight years, was named executive vice-president and secretary of the new corporation. Earl H. Allen, veteran Omaha advertising executive, continues as president.

WILLIAM H. AUSTIN, production manager of Al Paul Lefton Co., New York, has been named office and production manager of the agency's New York office.

JOHN M. ALDEN has disbanded the recently organized John M. Alden Adv. Agency, Los Angeles to join BBDO, Hollywood, as account executive.

IRVING ROCKLIN, formerly of Selviar Broadcasting System, Chicago, has joined Morris & Davidson Adv. Agency, Chicago, as director of radio.

KAY CAMPBELL, formerly West Coast news representative of *Vogue* and other publications, has joined Glasser Adv. Agency, Los Angeles, as account executive.

H. W. FAIRFAX ADV. Agency, New York, has moved to 551 Fifth Ave. New telephone is Murray Hill 2-8680.

JOSEPH KATZ Co. has moved its New York agency offices to 444 Madison Ave., retaining the same telephone number.

ATHERTON & CURRIER, New York, has opened a Canadian office in the Concourse Bldg., 100 Adelaide St. West, Toronto. O. F. Burkart, formerly with Tandy Adv. Agency Ltd., Toronto, is manager.

TIREY L. FORD, former executive vice-president of Swayne & Hoyt Steamship Co., has joined Bowman, Deute, Cummings Inc., agency, San Francisco, as director and vice-president.

E. N. DEACON, formerly assistant to the president of RCA Mfg. Co. in charge of product development and market research, has joined Charles Dallas Reach Co., Newark, as vice-president. Mr. Deacon previously was advertising and sales promotion director of Bourjois Inc., and general manager of the Interwoven Stocking Co.

AL SCALPONE, continuity writer, and Tom Wright, publicity writer, on the Hollywood staff of Young & Rubicam, have been transferred to the agency's New York office for the summer.

AARON & BROWN, Philadelphia agency formerly known as Barnes & Aaron, has moved to new and larger quarters at 1411 Walnut St.

LIPPINCOTT-JONES Co., Philadelphia agency, has moved to new quarters at 1742 Sansom St.

REDFIELD-JOHNSTONE, New York agency, has opened offices in Philadelphia at 1421 Chestnut St.

ED CASHMAN, formerly a CBS staff producer, has joined the radio department of Lord & Thomas, New York, to direct the weekly *Kay Kyser* program, sponsored on NBC-Red by American Tobacco Co. for Lucky Strikes. Karl Schullinger, currently directing the program while on tour, will return to New York in about five weeks to supervise the production of all Lucky Strike programs as assistant to Carl Stanton, radio executive on that account.

SPACE & TIME SERVICE, New York radio representative, has moved its offices to 10 E. 40th St. New telephone is Lexington 2-3289.

LEON MORGAN, since 1937 an account executive with The Buchen Co., Chicago agency, has been elected vice-president by the agency's board of directors at a recent meeting.

HAROLD ROLL, account manager of Driver & Co., Omaha, is to leave that firm June 1 to join Allen & Reynolds, Omaha agency, as a vice-president and account executive.

CULBRETH SUDLER Co., Los Angeles, has moved to new offices at 672 S. Lafayette Park Place, that city.

Raleigh Neighbors

AIMED at Fayetteville, N. C., 67 miles from its transmitter, WPTF, Raleigh, is airing 25 minutes of records and time signals in the early morning as the *Fayetteville Sun Dial*, under participation by Fayetteville merchants. An outgrowth of a similar series used during the Christmas season, the program is handled by Ruffin Horne, WPTF salesman. A total of seven non-competing announcements are sold for a full week's series. Three of the seven spots have been used consistently by the same sponsors since the program started, and several others are used on alternate weeks. About 30 merchants participate, and there is a waiting list for available spots.

Spector Change

RAYMOND SPECTOR, president of Austin & Spector Co., New York, has announced that on June 1 the name of the company will become Raymond Spector Co., following resignation of Alvin Austin to open his own office as advertising consultant. No other change in management or personnel is planned, although the office space has been enlarged to two floors at 32 E. 57th St.

THIRTY-NINE advertising agencies have been granted recognition by the Canadian Assn. of Broadcasters, as of May 1, 1940, according to an announcement by Arthur T. Evans, secretary-treasurer. There are seven more agencies on the 1940 list than on that of 1939.

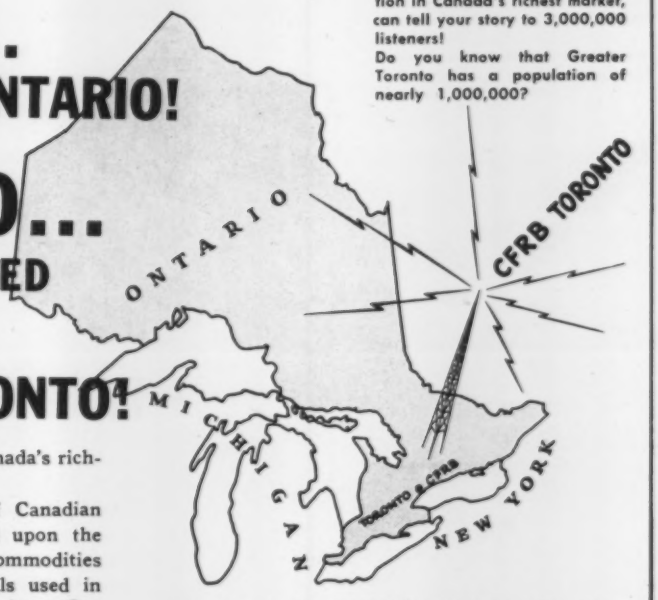
FACTS CONSOLIDATED, San Francisco, radio survey bureau, has moved to larger offices at 68 Post St., that city. Firm has also established Southern California offices at 8268 W. Norton Ave., Hollywood, with Mrs. Dorothy Corey in charge.

IN CANADA...
ALL EYES ARE ON ONTARIO!

IN ONTARIO...
ALL EARS ARE TUNED

TO CFRB TORONTO!

And CFRB, the favourite station in Canada's richest market, can tell your story to 3,000,000 listeners!
Do you know that Greater Toronto has a population of nearly 1,000,000?



Discover Ontario and you discover Canada's richest market!

Distribution of the buying power of Canadian industry, based upon the purchases of commodities and of materials used in manufacturing, shows Ontario to have nearly 50% of the national total. When industrial purchases are added to consumer buying power, Ontario becomes a 2½ billion dollar market! CFRB, located in Toronto, Ontario, IS THE KEY TO THIS POTENTIAL MARKET!

CFRB REACHES 29% OF CANADA'S ENTIRE POPULATION!

Now in its 13th year of continuous service, CFRB has always supported a policy of giving its vast listenership what they want; not just what CFRB thinks they ought to have!

This policy of presenting a variety of programs, including selected solid features for balance, has built up an audience goodwill which frequent surveys prove has made CFRB Ontario's most popular station!

CFRB REACHES 36% OF CANADA'S PURCHASING POWER!

To sell your product to Canadians — in Canada's richest market, let CFRB tell your story to its 3,000,000 listeners! By using CFRB you can be sure of an immediate audience . . . and a responsive one, as indicated by the average monthly mail draw of over 200,000 letters!

Get the facts concerning CFRB's up-to-the minute facilities! Let the favourite radio station in Canada's wealthiest buying area serve you as it has served and still serves hundreds of shrewd advertisers!

CFRB IS THE ONLY COLUMBIA OUTLET IN ONTARIO!

CFRB TORONTO
THE MOST POPULAR STATION IN CANADA'S RICHEST MARKET!

Advertising Representatives in U. S. A.:
JOSEPH HERSHEY McGILLVRA
New York, Chicago, San Francisco, Los Angeles, Atlanta

A Toast IN VINTAGE OF '28
To John Taylor Dry Goods Company which started its EIGHTH YEAR of daily merchandising programs on KMBC May 1

And a second toast to the intelligent handling that has made this retail selling program one of the outstanding examples of the successful use of the medium... by a department store... in the history of radio!

With a bit of a night-cap for ourselves, thankful that we have been able to serve with constantly increasing effectiveness, since the very first broadcast of "Joanne Taylor's Fashion Flashes."

We'd like to drink a toast to **your** successful program on KMBC, too. How about it?

KMBC
OF KANSAS CITY
FREE & PETERS, INC., Nat'l Reps.

Purely PROGRAMS

UNDER participating sponsorship, a novel contest feature, *Honeymoon Cottage*, has been started simultaneously on KFRC, San Francisco, and KQW, San Jose. The contest is open to all newlywed couples married between Jan. 1, 1939 and April 1, 1940 and residing in any of 15 Northern California counties. The couples participate in the weekly half-hour quiz and receive votes as their listening friends send in labels, wrappers, caps, lids or cartons of the products advertised on the program by the six participating sponsors. A series of weekly prizes go to couples receiving the most votes.

Grand prize at conclusion of the contest early in July is a newly constructed four-room cottage and garage at North El Granada, 24 miles south of San Francisco, to be awarded the couple receiving the greatest number of votes. Other prizes include a building site at North El Granada, a living room suite, dining room suite, bedroom suite, refrigerator, washing machine, vacuum cleaner, silverware and dinette set. Edward J. Post directs the radio contest and Adrian Gendot produces the program. Participating sponsors are Golden State Creamery, Peoples Baking Co., J. A. Folger & Co. (coffee), Marco Dog & Cat Food Co., C.H.B. Food Products and Superba Food Products.

* * *

Two-Episode Tales

STARRING Buck Owens, circus and movie cowboy, Curtiss Candy Co., Chicago, has started *Pals of the Prairie* thrice-weekly on KSD, St. Louis, for a 26-week test. The individual western tales, written by Owens, are completed in two quarter-hour episodes, with each episode concluding with a preview of succeeding action or the succeeding new story, as the case may be. In connection with the program a Pals of the Prairie Club is organized among young listeners. Memberships are available to kids for two wrappers from any two confections in the Curtiss line. The membership card entitles the holder to free admission to theatre parties where Owens and his famed horse, Goldie, are making a personal appearance. The personal appearances of Owens and Goldie are being pushed as an important part of the merchandising program for the feature.

* * *

Maestros Speak

THROUGH arrangements with Sweet's Ballroom, Oakland, Cal., KROW will bring such personalities to the air as Benny Goodman, Fats Waller, Ella Fitzgerald, Bob Crosby, Will Osborne and others during its new Sunday program called *Meet the Maestro*. The program series was opened with the personal appearance of Duke Ellington. When name bands are not available, Producers Don Logan and Bert Winn will quiz San Francisco orchestra leaders. The Ballroom is cooperating by placing 1-sheets and window cards in music, radio and camera stores in the Eastbay.

Studebaker's Quiz

SPONSORED for 26 weeks by a group of local Studebaker automobile dealers, WKRC, Cincinnati, on April 26 started the weekly half-hour *Game Tonight* quiz show conducted by Bob Fleming. The program format is drawn along baseball lines, participants scoring base hits and home runs, depending on difficulty of questions.

Two teams of four persons each compete. Participant with the highest batting average wins two box seats for a Cincinnati Reds game, each member of winning team a reserved seat ticket and each of the losing team a general admission ticket. Audience shares in the prizes of "foul ball" answers, with ball game or theatre tickets as awards. Five general admission ducats are awarded weekly for best questions mailed in, and another ticket each week for the best statement on "Why I Would Like to Own a Studebaker". Each winner of this weekly prize is entered in a contest for a Studebaker Commander to be awarded at completion of the baseball season.

* * *

Best in Music

IN ADDITION to its series of condensed operettas, WGN, Chicago, on April 28 started the *WGN Symphonic Hour*, to which local civic and social groups are invited to listen in person to the large studio concert orchestra under Henry Weber, WGN musical director. For the concert series the regular WGN orchestra has been augented by the WGN concert orchestra, the WGN chorus and soloists Marion Claire and Michael Wilkomirski. Groups invited to attend the broadcasts and tour the studios include the Chicago Assn. of Commerce, prominent educators, officials of the police and fire departments, Army, Navy and postmen. Plans for the new "best in music" program were announced April 24 in a *Chicago Tribune* feature story.

* * *

Pre-Campus Days

PLANNED for high school graduates and their families, and to let the school "explain itself", St. Louis' Washington U has started a new twice-weekly series, *So You're Going to College*, on KXOK, St. Louis. The program brings to the microphone various members of the faculty of the university to discuss their work and its relation to the entire field of college education. "Merchandised" to students with bulletin board posters in 50 high schools in the KXOK primary area, promotion for the program is also carried on through letters to school principals explaining the show and requesting their cooperation in mentioning it in their assemblies and papers.

* * *

Masters' Music

A MONTHLY publication mailed by KRE, Berkeley, Cal., to listeners is titled "Music of the Month". The booklet features stories about composers, commentaries on music and ties in with the station's classic program, *Music of the Masters*.

GRUDGE fight in Indiana materialized in a big way late in April when "Two-Ton" Roy Brant (right) matched stocking-feet strides with the rollered glides of "Uncle Ned" LeFevre, his ever-challenging buddy on the *Early Bird* program of WFBM, Indianapolis. Expediently discarding skates, Runner Brant hotly pursued and short-cutted Skater LeFevre for 2½ laps before some 8,500 onlookers at the International Roller Derby in the new Coliseum on the Indiana State Fair Grounds. LeFevre, one of the *Gateway to Hollywood* winners, finished the third lap and nipped out a victory after Brant angled off the track a la Harpo Marx to pursue a startling blonde spectator—Katy Lou Matlock, 1939's Miss Indiana—who ran screaming from the arena. Brant, beaten in a horizontal race, has now challenged LeFevre to a greased pole-climbing contest, which may take place this summer in an Indianapolis park.

* * *

Architects Advise

INFORMATION pertinent to home building and remodeling is given during the weekly quarter hour commentary program, *What, No Architect?* which started late in April on KNX, Hollywood, under sponsorship of the Southern Division, State Association of Architects, Los Angeles. Series features Mel Roach, commentator, and contract is for 26 weeks. Roach during the program presents a well-known architect for interview each week. Functioning in connection with the series is a special service department established by the Association, which answers questions submitted by listeners; offers free information and also assists in selection of an architect. Smith & Bull Adv., Los Angeles, has the account.

WWNC
ASHEVILLE, N. C.
Full Time CBS Affiliate 1,000 Watts
EXTRA MILLIONS OF DOLLARS!
The peak business season approaches . . . in Asheville and Western Carolina. Summer brings throngs of visitors . . . with millions to spend! Right now, schedule your sales messages over WWNC — sole blanket coverage of this bright spot!

Denim Artists

INTIMATE glimpses into past and present operations of local industrial concerns are given on the new weekly half-hour *Artists in Overalls* series on WKRC, Cincinnati. The series started May 10 with a microphone visit to the Andrews Steel Mills, of Newport, Ky., and each week similar visits will be made to other local and neighboring industrial establishments, all of whom ordinarily do not use radio. Each company sponsors its respective program, which includes interviews with plant superintendents and workmen and historical dramatizations by the local WPA Radio Workshop. As goodwill promotion General Manager Hulbert Taft furnishes each sponsor with recordings of his show for rebroadcasting at social gatherings of company officers and employes. Bill Welch handles interviews on the program, and Merle Bernard the commercial assignment.

* * *

Traffic Vigil

TO INJECT a live element into traffic safety problems, WKY, Oklahoma City, has started a weekly series using the station's mobile unit. Each Friday from 5 to 5:15 p.m. Announcer Bob Eastman and Capt. Dan Hollingsworth, traffic expert of the Oklahoma City police department, tour the city streets, looking for traffic violators from the roof of the truck. When a violator is spotted, the pair comments on the violation. When a driver is noted doing a commendable job, the unit's siren screams, the car is stopped and Hollingsworth compliments the driver. During the interview the driver is asked his name, address, occupation and suggestions for traffic safety. Next day Chief of Police Frank Smith addresses a personal letter to the cooperating motorist, again thanking him for his care.

* * *

Seventy and Up

CELEBRATING the first anniversary of *Gopher Tales*, on which true stories of early-day Minnesota people and places are presented through KROC, Rochester, Minn., 175 men and women—the youngest of them 70 years old—gathered May 1 at the Mayo Civic Auditorium. With local and State notables participating in the old folks' welcome, the quarter-hour program was expanded to an hour in order to allow every attendee to give his name and age over the air. In addition to introductions, several of the honor guests provided entertainment, instrumental, vocal or recitative. All guests were given a rose by a local florist, a loaf of bread by the sponsoring Rochester Bread Co., and a one-hour tour of the city in taxicabs and cars furnished by the local Kiwanis Club.

* * *

Within a Wheel

KROW, Oakland, Cal., has started a new quiz program, *Question Wheel*, in which Bert Winn places a huge numbered wheel on the sidewalk before the sponsor's store—Money-Back Smith, Oakland department store. Each contestant is required to spin the wheel, the number indicating a container from which to draw the brain-twister. Each of the 16 wheel containers shelve three questions in the event the pointer stops on the same number more than once. Each interviewee is awarded a merchandise certificate. The account was placed through Sidney Garfinkel Agency.

NEWS FOR NORSE
WDAY Gives Daily Events —In Native Tongue—

NORWEGIAN language news program, *The News in Norwegian*, has been started by WDAY, Fargo, N. D. The new feature, dealing predominantly with war news from Europe, is designed particularly for the 80% of listeners in the area of Scandinavian descent. The program is sponsored by a local department store, The Store Without a Name.

I scovering that Norwegian-born residents of the area could understand the war news of their homeland better in the native tongue, WDAY secured as translator and commentator Prof. A. J. Holvik, Norse instructor at Concordia College, Moorhead, Minn. Prof. Holvik in 1926 was knighted by King Haakon of Norway as a Knight of the First Class of the Order of St. Olaf. The program has gained such a following the station plans to continue it as a regularly scheduled feature.

* * *

Oklahoma Speaks

PRESENTING a cross-section of Oklahoma opinion on questions of the day, Oklahoma Network stations — KTOK, Oklahoma City; KOME, Tulsa; KCRC, Enid; KBIX, Muskogee; KGFF, Shawnee, and KADA, Ada—in late April started the new weekly series, *Oklahoma Speaks*. With a microphone set up on a downtown corner of each of the six cities, passersby are interviewed—all asked the same questions on the particular topic under discussion—and the program switched from city to city. A complete round of the six cities is made on each question and on each 45-minute program.

* * *

For Charity

WITH $100 or more awarded in prizes each week, Cousins Jewelry Co. in mid-April started a six-week *Quiz-A-Day* contest feature on WGL, Fort Wayne. The program features a question a day, plus a "question of the week", which are answered by listeners week by week. In submitting answers, the listener also identifies his or her favorite charity, and each correct answer nets 25 points for that charity. At the end of the six-week period the top charity will receive $75 from the sponsor. Questions of the day are broadcast 10 times daily on WGL spots.

* * *

Sea-Going Events

A BROADCAST devoted to yachting, boating, and to the general interests of the Bay region's sea-going elements, titled *Ship Ahoy*, made its debut on KGO, San Francisco recently. Arvid Norman, authority on yachting, is m.c. and Bob Sandstrom of the KPO-KGO traffic department reports interesting yachting events.

* * *

Author Stuff

BILL HENNEMAN, who has been associated with the book business in Chicago for the last 15 years, on May 4 started a Saturday morning quarter-hour on WAAF, Chicago, called *Authors as People* and consisting of gossip, anecdotes, curious facts and amusing stories of books and authors.

Editor's Orders

WINS, New York, is presenting a five-weekly program, *Copydesk*, during which the listening audience is able to hear a newspaper being assembled by means of two-way conversations between the managing editor and various members of his staff. News reports, flashes and features are written and edited up to, during and until the last minute the program is on the air. Bernard Estes, editor and foreign correspondent, originated the feature, which is produced by Bob Cotton.

* * *

Choristers' Contest

TO ENHANCE interest in choral singing, WKBN, Youngstown, O., is conducting a contest for experienced choruses in Eastern Ohio and Western Pennsylvania. Each week one of the competing groups appear on a special WKBN program, with judges choosing the three best to appear on a final contest program for the WKBN Choral Award. The contest was started by W. Gwynne Jenkins, WKBN choral director, who plans to make the competition an annual event.

* * *

Island Jobs

CONFINED to industries typical of the Hawaiian Islands, KGMB, Honolulu, has started a series of 21 half-hours, *Hawaii at Work*, patterned after the CBS *Americans at Work* series. Sponsored by Hawaiian Electric Co., the series is written and produced by Bob Stanley. Programs are made up of short transcribed takes assembled into two quarter-hour disc presentations.

THE VOICE OF MISSISSIPPI

WJDX

5,000 D
1,000 N

JACKSON

N.B.C.

JACKSON Measures UP!

Notwithstanding Jackson trade area rated among nation's best for 1939:

Median General-business gain over 1939 is 21%.

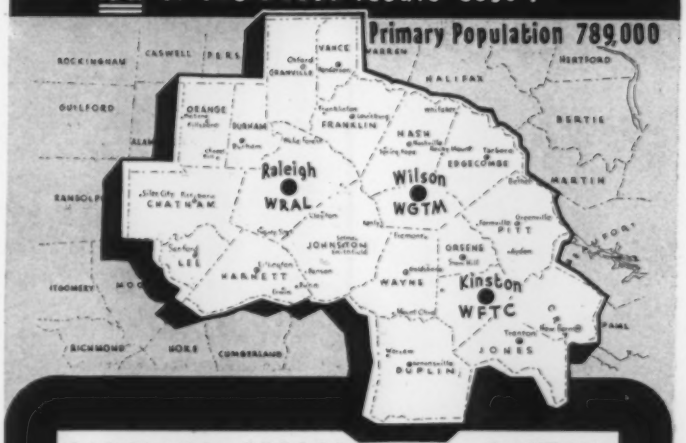
Construction and building registers 210.8% increase over first quarter of last year.

Employment placements are up 422.6% compared to 1939.

To get full-percentage response in the growing Mississippi market, invest your advertising dollars with WJDX—Mississippi's Dominant Radio Station.

Owned and Operated By
LAMAR LIFE INSURANCE COMPANY
JACKSON, MISSISSIPPI

25% of the North Carolina Market at less than 15% of the State Radio Cost!



CAROLINA BROADCASTING SYSTEM
Affiliated with Mutual Broadcasting System

3 shots are better than 1

You buy 3 favorites in this package

WRAL - WGTM - WFTC

are 3 to 1 for listeners . . . and

LISTENERS mean RESULTS!

Contact GIL MURRAY, *Gen'l Mgr.* W R A L, *Raleigh, N.C.*
or Sears and Ayer · NEW YORK · CHICAGO ·

WIBC

1050 K C—1000 WATTS

•

Indiana's Fastest Growing Station!

Well planned musical features, alert showmanship, and thoughtful consideration to community service—these are the things that have made WIBC the most talked of, and most listened to, station serving Central Indiana—an area wherein 450,000 radio families are influenced in the spending of $300,000,000 yearly by the messages heard over Indiana's Friendly, Compelling Voice—WIBC!

•

WIBC

1050 K C—1000 WATTS

Indianapolis

Howard H. Wilson, *Nat'l Rep.*

Variety for Women

OFFERING the housewife diversified morning entertainment, *Mid-Morning Jamboree* on KECA, Los Angeles, is a five-weekly half-hour variety program featuring Irene Wigton's discussions of home economics and other topics of interest to women. With Homer Griffith as m.c., other features of the program include music by Claude Sweeten's orchestra and Jack Owens and comedy by Al Poska, who also is producer-announcer of the show, which is written by Dave Nowinson.

* * *

The Polls Begin

NEW audience participation show on WDZ, Tuscola, Ill., is called *WDZ Presidential Poll.* The quarter-hour Saturday morning program features Fran Booton, WDZ newscaster, in street polls originated in various towns near Tuscola. Names of those interviewed are not given on the air; they're simply polled as to occupation, legal residences, and Presidential choices. Running totals of the poll are broadcast at the end of each program. Series is sponsored locally.

* * *

Story of a Store

THE story of the City of Paris, San Francisco's oldest department store, is being dramatized on a series of programs released by KPO, San Francisco, Fridays at 9.30 p.m. PST. The radio dramatizations depict how the store first started back in the gold rush days of early California and will lead up to the present time. The radio drama is being written by Dave Drummond, author of the historical radio narrative, *City of St. Francis,* currently running on KPO-KGO.

DURING a recent program of the *Your California* series on KSFO, San Francisco, the station's special events staff took vicarious listeners out with the San Francisco Harbor pilot boat *California* on an actual piloting operation. Tro Harper, carrying KSFO's pack-a-back shortwave transmitter, here describes the operation of a winch on the vessel as the novel broadcast started. Later he left the mother pilot ship in a dory, boarded an incoming vessel with the pilot and described the entire procedure on the broadcast. The Harbor maintains a pilot service through several of these boats, stationed 11 miles outside the harbor, with pilots ready to board incoming vessels and steer them in through the Golden Gate channels.

* * *

Ship of Music

MYTHICAL pleasure ship cruising tropical waters each Saturday night is the scene for *SS Fiesta,* new musical show featuring Ricardo and his 17-piece Latin-rhythm orchestra on KGO, San Francisco. The thread of drama woven through the program is carried by Camilla Romo and Roland Drayer, both singing on the show. Dick Bertrandias produces the show, which changes locale each performance.

* * *

Merchandise Lineup

SOLID commercial quarter-hour, *Lineup of Wanted Values,* has been started on KDYL, Salt Lake City, by a local knitwear shop. Built around the general idea of a police lineup, items in the store, i.e., knitwear, sports goods and baby clothes, are personalized by members of the cast, paraded before a "sergeant" and each tells why it is an exceptional value.

* * *

American Tales

A DRAMA, *The American Challenge,* dedicated to democracy in the United States, is heard on KPO, San Francisco, each Monday at 8 p.m. The program is dramatizing the stories of American men and women who dedicated their lives to ideals of the nation. The series is sponsored by Challenge Cream & Butter Assn.

* * *

Look to Heaven

POINTERS on star gazing and stories of the heavens are featured on the new CBS weekly series, *Looking Up,* heard Fridays from 3-3:15 p.m. CDST. Originating in the WBBM studios, the series is produced by Miss Maude Benot, director of the Adler Planetarium, Chicago.

Program on Film

UNION OIL Co., Los Angeles, sponsoring the weekly *Streamlined Opera* on 12 NBC-Pacific Red stations, Monday, 7:30-8 p.m. (PST), has made an educational film in color which shows how the program is planned, produced and put on the air. Film reveals the story behind the weekly program, showing those identified with the series, from writing of script to and including the actual broadcast. Besides being used at dealer meetings, the film is also being shown in schools and at club meetings for promotion purposes.

* * *

Culled From the Campus

RADIO conversation program called *College to Home* has started on WDZ, Tuscola. Aired shortwave, the program features college students talking to their folks at home as though they were calling them on the telephone. First broadcast featured students of Eastern State Teachers College, Charleston, Ill., talking with their parents at Neoga, Ill. All broadcasts will be carried from colleges and universities to the homes of students in the WDZ broadcast area.

* * *

Maps in Demand

LARGE wall map of Europe with nine maps of European countries on its reverse side is being used as a mailing piece by WLS, Chicago. Julian Bentley, WLS news editor, offered the maps for a dime, and 100 requests were received before noon of the first offer-day. WLS averaged 4,500 requests daily during the offer period. Detailed analysis of the mail pull was included with each map sent to agencies and advertisers.

* * *

Out of the Past

IMPORTANT news events of past years are dramatized during the weekly quarter-hour *Headlines That Happened* on Arizona Network. Sound effects play an important part in the weekly show which originates at KOY, Phoenix, and is handled by announcers Ed Snow and Dan Cubberly, and continuity writer Ashley Simms. They write the script, manipulate sound effects and play all male characters during the broadcast.

* * *

Zoo's Night

TURNING to the Philadelphia Zoological Gardens for two unusual programs, WPEN, Philadelphia, has started *Zoo After Dark,* during which Ira Walsh visits the zoo with a microphone Saturdays at 11 p.m., describing the sleeping animal population and how the animal houses look at that hour. Sunday mornings at 7 o'clock Phil Edwards handles a *Dawn at the Zoo* broadcast with descriptions of the waking animals.

* * *

All About Security

KROW, Oakland, Cal., is presenting a special question and answer program pertaining to Social Security payments each Saturday morning. Victor C. Broome, official of the Social Security Board, presides over the broadcasts.

* * *

Vampire Legends

NEW ANGLES on vampire legends are brought by WHIP, Hammond, Ind., in a dramatic series *Shapes That Haunt the Dusk.* Emmett Jackson writes and produces. The vampire's viewpoint on the supernatural is featured.

5000 WATTS DAYS
1000 WATTS NIGHTS
890 KILOCYCLES

IN NEW ENGLAND'S *Second* LARGEST MARKET

Providence and its primary area, is a rich buying field of 1,155,016 people highly concentrated within a few square miles. Though containing only 6% of the total national population, New England purchases more than 10% of all packaged goods sold in the U. S. A. and Providence next to Boston is New England's most important market . . . In Providence

WJAR *is First*

as the dominant station with a commanding lead over all others. According to the latest accepted reports on popularity WJAR leads with 60.0% average . . the next nearest station has 48.1% and the third station 34.8%. Dominant leadership in such a rich, fertile sales field is of primary importance to every advertiser who merchandises his products in New England.

WJAR

NBC BASIC RED NETWORK

NATIONAL REPRESENTATIVES
WEED AND COMPANY
NEW YORK · DETROIT · CHICAGO · SAN FRANCISCO

FIVE years of consecutive broadcasts on WGAR, Cleveland, by the local Second Federal Savings & Loan Assn. was celebrated at the station recently when General Manager John Patt presented a specially labeled, gold-sprayed recording of the anniversary program to C. W. Grove, president of Second Federal. Participating in the giving and taking ceremonies were (l to r) Eugene Carr, WGAR assistant manager; Mr. Grove; Mr. Patt, and Harry B. Winsor, Second Federal vice-president.

Sowell Fined

NASHVILLE'S honorary police chief and WLAC's general manager, F. C. Sowell Jr., narrowly escaped jail sentence recently at the hands of the local Boy Scouts who were in charge of important city offices during a one-hour period. Sowell was taken to the County court in the black maria, after the "sheriff", "chief of police" and a "detective" had made the arrest. He was found guilty as charged—expectorating on a public sidewalk—fined $5 by the Scouts and released.

Legion Program Wins Award

WINNER of the 1939 radio traffic safety award of the C.I.T. Safety Foundation is the American Legion for its 12 *Legion of Safety* programs, presented monthly during 1939 on 300 radio stations. The bronze plaque was presented May 1 to officials of the Legion at their headquarters in Indianapolis by John W. Darr, vice-president of Commercial Investment Trust and a trustee of the C.I.T. Foundation, who stated that the programs had been selected as the "most effective radio appeals to public interest in safety measures." The Foundation's station award for 1939 went earlier this year to WGAR, Cleveland, for its consistent and effective support of safety measures [BROADCASTING, March 1].

BIG DAY RE-LIVED
Elderly Maestro Hears FM Reproduction

AN entire evening of broadcasting by the *Milwaukee Journal* FM station, W9XAO, recently was devoted primarily to the enjoyment of a distinguished musician—88-year-old Eugene Luening, a friend of Richard Wagner in the old days. A few days before Frederick Stock and the Chicago Symphony Orchestra were to perform in Milwaukee, a poignant story in the *Journal* pointed out the great happiness that would come to Maestro Luening if he could only come out of retirement for the occasion and relive the day in 1894 when, as director of the famed Musikverein (music society), he conducted his favorite, Bethoven's Ninth Symphony.

Jumping into action, Joseph Grieb, manager of the Milwaukee Auditorium, and Russ Winnie, assistant manager of WTMJ, got the orchestra management's consent for a special FM pickup, along with consent from the musician's union and the sponsoring Arion Musical Club of Milwaukee. Next an FM receiver and special aerial were installed in the Luening home in Oconomowoc, Wis., 40 miles from the W9XAO transmitter. And finally, after double-checks on reception, the special high-fidelity, staticless broadcast was brought to the shut-in Mr. Luening and his wife.

More Faux Pas

(*Continued from page 24*)

sent in by its reader-listeners. Following is a digest of some of the better boners listed by that publication:

"This evening at sunset Mercury, Jupiter, Venus, *Satan* and Mars will all be clearly visible."

"The Women's Auxiliary of Foreign Service will show their pink forms whenever asked to."

"Flemolin gives the best guarantee ever. If you don't like it, you can get your money back. But personally I don't think you will get your money back—nobody ever has."

"I was too young and innocent then," remarked a guest songwriter on Major Bowes' *Amateur Hour*. Answered the Major, "Well, Mabel, you're still *young*."

"A unit of the German army was sighted steaming out into the North Sea."

"The race for the Presidential candidacy, both Democratic and Republican, will gain *impotence* this week."

News announcer, after describing a severe blizzard: "But here is a bright spot in the picture. Over 20 have died in a heat wave in Argentina."

"He and his gang were sent to prison for life—the limit in Wisconsin," according to Col. Norman Schwartzkopf on *Gang Busters*.

"Mecca is recommended for shaving even babies' tender skin."

No Udder Trouble

"Since I started feeding Purina to my dairy cows I have cut down my udder trouble 50%."

"If you send your clothes to the Starlight Laundry, you'll never recognize them when they come back."

"For years he had been *afflicted* with the Alexander Clothing Co."

"No matter how hard you work, a man expects to have hands that are exciting and feminine."

After a soap commercial: "We wouldn't expect you to use it on your face, but it's good for other places."

"1939 was a grand year for Columbia Records, a record-breaking year."

"Pop's Sandwich Shop is featuring *half-fried* spring chickens."

"Their ends are down and all uncovered," according to Ted Husing at the Orange Bowl football game.

"We will now hear from a talented young *sinner*."

Describing the opening of Congress: "Seats on the floor are at a premium."

"Dorothy Lamour dashed over from the theatre in between acts in full theatre makeup, but minus the sarong."

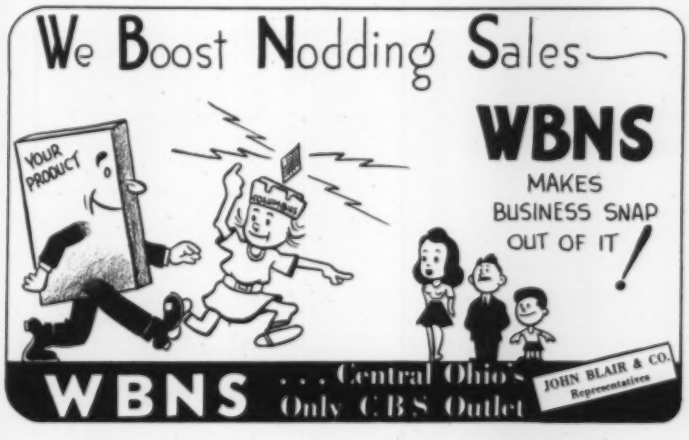
"From there he (Arturo Godoy) went to Chile, where he was born."

Parks Johnson on *Vox Pop*: "Tell me how a mule sounds when he is relaxing for a dollar".

"The various voices heard in this program were *betrayed* by Bill Anson".

"Ladies and gentlemen, this week is *dessicated* as 'Be Kind to Animals Week' ".

"A dog and his pipe are man's best friends".


We Boost Nodding Sales—
YOUR PRODUCT
WBNS
MAKES BUSINESS SNAP OUT OF IT!
WBNS . . . Central Ohio's Only CBS Outlet
JOHN BLAIR & CO. Representatives

★

THINGS HAVE HAPPENED AT KMPC

★ ★ ★ ★ ★

IN LOS ANGELES and Southern California since mid-January, story after story has kept KMPC in the radio headlines. The first news break was an increase in power from 500 to 5000 watts, and full-time operation. With this came association with CBS. Overnight, KMPC became a major station in the West's largest market.

★

THE SWEEP of KMPC's new .5mv. daytime contour from Santa Barbara to San Diego—220 miles—includes 67 of the 71 communities of 2500 or more population. *93.5% of Southern California's radio families—829,228 of them—live in these 67 cities and towns.*

★

A HEADLINE STORY, if there ever was one, came when five illustrious figures of the entertainment world—Paul Whiteman, Bing Crosby, Harold Lloyd, Freeman Gosden (Amos) and Charles Correll (Andy)—became members of KMPC's board of directors. They joined radio veterans G. A. Richards, Leo Fitzpatrick and John F. Patt.

★

MORE HEADLINES are being made every day as KMPC's audience increases by leaps and bounds. Hal Berger's famous major league baseball games have just started the 1940 season for Pontiac. "Andy and Virginia", a participation program, are breaking all sorts of early-morning mail records. "Open House", a new daytime variety show, is gathering listeners by the bushel. During 1940, in Southern California's one billion dollar market, keep your eyes on . . .

KMPC

"THE STATION OF THE STARS"

BEVERLY HILLS • LOS ANGELES

5000 WATTS DAY • 1000 WATTS NIGHT

710 KC.

Associate CBS Station

Leo B. Tyson, Vice Pres. & Gen. Mgr.

REPRESENTATIVES

NEW YORK: Roger E. Vernon, 101 Park Ave.

CHICAGO: A. K. Bucholz, 360 N. Michigan

★

Write for the current issue of

"NEWS AND VIEWS"

Latest flashes on the Southern California market . . . facts and figures on KMPC . . . tips on programs that sell! Write for your free copy today.

Radio AND Education

SOME 8,000 broadcasts on 36% of the stations of the United States have been produced by the Educational Radio Script Exchange of the Federal Radio Education Committee to promote the more effective use of radio for educational purposes by local educational and civic organizations. This is pointed out in the May 1 report of the Script Exchange which details its activities in full.

TWO quarter-hour mock broadcasts were produced by Twin City Junior League members at Minneapolis May 6 as the finale of an eight-month course in radio under Max Karl, WCCO educational director. A writing class of 22 Junior League members has met in WCCO's studios every other week since Oct. 10, and a production class of 16 has met on the alternate weeks. Purpose of the course was to write and organize a set of ideal radio programs for children, which would be submitted later to the Radio Council of Federated Women's Clubs.

GRATITUDE to KVOS, Bellingham, Wash., and Rogan Jones, owner and manager of the station, was expressed recently by the radio committee of the local school system in its official report. The report, which reviewed the use of radio by the school system during the last year, pointed to three principal radio activities: student broadcasts on KVOS related to classroom activities, classroom listening to regular local and network educational features, and guidance of home listening by children. The report also called attention to Manager Jones' aid in development of the use of radio in the classrooms, both in giving time for school broadcasts and in providing classroom radios.

Serial Eaters

THE young hopefuls of New York's Mayor, Eric and Jean LaGuardia, are permitted to listen to their favorite daytime radio adventure stories only after they have eaten bowlfuls of the nourishing breakfast foods advertised by the sponsors of the skits. This peek into the domestic routine of the mayoral home was given by Hizzoner himself on April 30 during a talk to 200 Brooklyn housewives attending a cooking class conducted twice weekly by the city's Department of Markets.

ROLF KALTENBORN, son of H. V. Kaltenborn, noted news analyst, has resigned from the CBS production staff to conduct a survey on the effectiveness of adult education on the air for the Public Affairs Committee of the Sloan Foundation. He also will direct a course in radio this fall at the New School for Social Research, New York.

WGAR, Cleveland, for the sixth consecutive year is sponsoring its annual declamation contest open to students in Cleveland high schools. *Youth Today* magazine is cooperating with the station in the contest, in which the winner gets a silver medal and his school receives the WGAR Declamation Trophy. Each school holds preliminary eliminations, with winners competing in the semi-final contest May 21 in the WGAR studios. Five contestants will be chosen to compete in the finals, which are to be broadcast May 28. The contest has been under the supervision of Julius Glass since it started in 1935.

WYOMING U will include three radio courses in its curriculum for the six-week summer school session, to start June 17. Conducted by H. A. Engel, public relations director of WHA, Wisconsin U station at Madison, the courses include "Radio in the School", "Radio Techniques" and "Radio Problems Survey".

SIXTEEN student members of the Arizona Vocational School class on "Selling Over the Air" were graduated recently after completing a 10-week course conducted by J. Howard Pyle, program director of KTAR, Phoenix.

ARTHUR CASEY, of the public relations department of KMOX, St. Louis, has been named instructor in a newly-organized radio class at the Washington U Adult Study Center in St. Louis.

COMMITTEE on Scientific Aids to Learning has published a new pamphlet, "Central Sound Systems for Schools", which graphically presents information on the design, installation and operation of sound amplification systems in school buildings. The volume also contains sample specifications for a school sound system.

OKLAHOMA Baptist U is now broadcasting 60 programs monthly from its campus studios via KGFF, Shawnee, and KADA, Ada, using Oklahoma Network lines. Twice monthly a "varsity" show, attended by about 600 persons, is put on from the university auditorium. Ralph Matthews is director of the studios.

STUDENTS of public school music at Illinois State Normal, as part of their school work, are studying the NBC *Musical Americana* program. Sixth graders in the experimental primary school of the university are assigned to play the roles of Deems Taylor, Raymond Paige and Milton Cross. Scripts and transcriptions supplied by Kenneth L. Watt, producer and director of the program, are used for the sham broadcasts.

OUTSTANDING personalities on America's lecture stage, from fields such as current events or science as well as entertainment, are heard on the twice-weekly CBS series *Columbia's Lecture Hall*, prepared under the direction of Sterling Fisher.

Joins NBC in Europe

MARTIN AGRONSKY, writer, foreign correspondent and free-lance reporter, has been added to NBC's staff of European representatives and is stationed in Belgrade. Mr. Agronsky covered the Palestine Conference in London in February, 1939, for *Time*, remaining in England for several months free-lancing. He first broadcast for NBC in December, 1939, in Geneva, where he remained until early this year when Central Europe became an important news center and he transferred his activities to Belgrade.

DELIVERED ALIVE
Zenith Gift Sets Operating Upon Receipt

INTRODUCING a sales promotion campaign engineered by Comdr. E. F. McDonald Jr., president, Zenith Radio Corp. recently sent each of its 100 wholesale distributors via express a pre-tuned Zenith portable radio of the latest model which on delivery was actually receiving a local broadcast while still in its shipping crate. The stunt drew much local publicity and comment in most cases and caused frequent consternation among express company employes who are reported to have dunked several of the boxed sets in water on the theory that the sounds were coming from an infernal machine.

The radios had been packed with batteries turned on and with each tuned to an important station in the local distributor's territory. As each radio neared its destination, it began playing. The unexpected vigilance of express employes finally forced H. C. White, general manager of the Railway Express Agency, to assure all agents at destination points that the packages did not contain bombs and were to be delivered as is to the consignee, according to Zenith. However, before this was done, it was reported that agents in several cities already had called in local police to open the packages, which in most cases were first immersed in water.

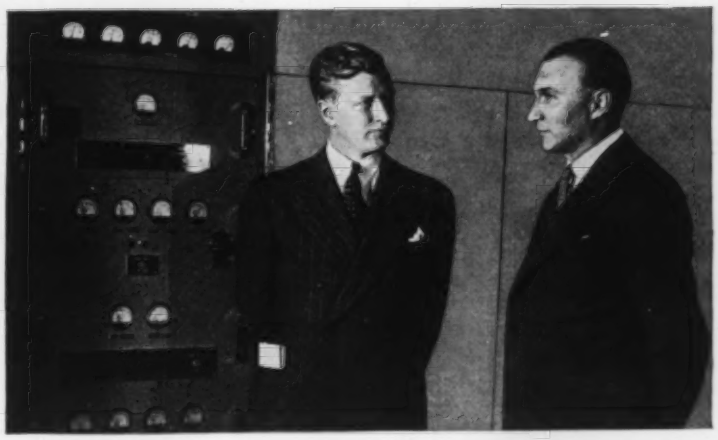
Cleveland Stays EST

PRESSURE of union groups and motion picture exhibitors brought about the defeat May 8 of a proposal before the legislative committee of the Cleveland City Council for adoption of daylight saving time. The proposal was sponsored by Councilman John M. Lewandowski, president of the Nationality Broadcasting Assn. and director of the *Polish Hour* of WGAR, Cleveland. John Rohrich, president of the teamster union district council, complained that daylight saving time would force 24,000 truck drivers to arise and go to work in the dark, increasing traffic hazards. Ernest Schwartz, president of the Cleveland Motion Picture Exhibitors Assn. maintained it would be a blow to the local movie business and that radio stations and gasoline companies were the only ones favoring the move.

920 CLUB
Boston's Biggest Radio Program
(Participating)
Write for 15 Big Success Stories
WORL Boston

GOES
WSJS
EFFECTIVE JUNE 26
In the Heart of The Rich Tobacco Country!
WINSTON-SALEM, N. C.
★ Both RED & BLUE
National Representatives:
HEADLEY-REED COMPANY

XUM



BIG WEEK in Milwaukee saw the city getting a new radio station and a new mayor. The station is W9XAO, operated by the *Milwaukee Journal* and first FM station licensed west of the Alleghenies. W9XAO is independently programmed from WTMJ. The new mayor, Carl Zeidler (left), made the opening address on W9XAO. Here he is looking over the FM transmitter as L. W. Herzog, WTMJ manager, explains how it works.

X-Ray Myth

WHEN a recent letter from a radio listener suggested to the FCC "the danger from X-rays to which the public will be subjected in the use of television receiving sets", the FCC engineering department explained: "According to the best available information, the efficiency of X-ray generation at the voltages employed in cathode-ray television systems is extremely low, and any X-rays so produced are of such low penetrating power as to be completely absorbed by the glass walls of the tube. Not only is this true of cathode-ray tubes in television receiving sets, but also of the tubes used in transmitters. In neither case do engineers consider there is any danger from X-radiation."

School Places Spots

AUTO CRAFTS TRAINING Co., Chicago (automotive courses), has started a test campaign of weekly quarter-hour musical programs on WOWO, Ft. Wayne, and WWVA, Wheeling, in addition to several other markets which have been running varying schedules for the last few months. If test is successful, more stations may be added in the future, according to First United Broadcasters, Chicago, handling the account.

KENYON TRANSFORMER Co., New York, has issued a new catalog.

'National Hotel Week'

RADIO again this year will play a large part in the promotion of National Hotel Week, June 2-8, under the direction of Howard Dugan, chairman of the radio committee of the American Hotel Assn. Special announcements will be made June 2 on the *Chase and Sanborn* program and *One Man's Family* on NBC-Red, while local quarter-hour and half-hour programs will be presented before and during the week, featuring prominent executives in the hotel business and dance orchestras playing from hotels all over the country. Promotion work for "Travel America Year" is being combined with the hotel week.

WFBL
SYRACUSE
National Biscuit
RENEWS Contract
to "Swing" Sales
National Biscuit continues its five day half-hour broadcast, Monday through Friday over WFBL. The program features Martin Block's "Make Believe Ballroom".
Another proof of PAYING results . . . N.B.C. is just one of the many REPEAT advertisers whose profit sales have earned renewed contracts for WFBL.
WRITE FOR FULL DETAILS
WFBL
SYRACUSE, N. Y.
or Free & Peters, Inc.
National Representatives

Equipment

GRAYBAR Electric Co. reports the following sales of WE equipment: WDLP, Panama City, Fla., 310B transmitter with speech input equipment; KWFC, Hot Springs, Ark., 310B transmitter and complete station equipment; KRRV, Sherman, Tex., 443A-1 1 kw. transmitter; WFBL, Syracuse, 503A-1 FM transmitter; KLZ, Denver, line branching and phasing equipment, coupling unit and phase monitor.

RCA MFG. Co., Camden, N. J., reports the following sales of RCA equipment: WLOL, Minneapolis, 1-G 1 kw. transmitter; KFRO, Longview, Tex., 1-DB 1 kw. transmitter; WJHP, Jacksonville, Fla., 250-K 250-watt transmitter; WSAM, Saginaw, Mich., 250-G 250-watt transmitter, contingent on FCC approval; WTMV, East St. Louis, Ill., 1-G power amplifier, contingent on FCC approval.

KGMB, Honolulu, in mid-April started construction of its new studios and offices. With RCA transmitting equipment to be installed in the new $150,000 plant on Kapiolani Blvd., the construction project is the final step in bringing the station up to 5 kw. operation. Formerly operating with 1 kw., a frequency shift to 590 kc. has been approved by the FCC. As part of the new transmitter plant a 330-foot Bethlehem tower was completed late in March.

RCA MFG. Co., Camden, N. J., has published a new catalogue-brochure announcing price reductions for certain RCA amplifying equipment, including the 41-C three-channel preamplifier, the 40-D program amplifier, 94-D monitoring amplifier, 40-C standard program amplifier and 41-B standard pre-amplifier.

WESTERN ELECTRIC Co., New York, has announced its new 22D portable speech input equipment, featuring durable lightweight duraluminum construction and complete studio channel amplifier and control facilities in small space. The volume indicator, calibrated in the new vu. units, is employed in the unit. Frequency response of the equipment is claimed to be flat within one db. from 30 to 10,000 cycles, with maximum flexibility gained through use of four parallel mixers and a master gain control. The complete outfit for remote broadcasting packs into two carrying cases. The apparatus and its specifications are described in a new catalogue pamphlet published by the company.

WOR, Newark, N. J., following recent authorization by the FCC, is starting alterations in its transmitter antenna system at Carteret, N. J. Plans call for elimination of the caternary, or third quarter-wave radiator in the antenna setup. Engineers claim the new arrangement will not materially change the WOR signal pattern, beyond slightly strengthening east-west radiation. Eliminating the caternary, supported by a wire between the two 385-foot antenna towers, will permit installation of separate feed lines to the base of each, with phasing equipment in the transmitter building.

WIP, Philadelphia, expects to complete in a few weeks its new 5 kw. transmitter, on which construction started early in April. Western Electric equipped, the new transmitter building and two Lehigh towers are located on a 26-acre plot on Creek Road in Belmar, N. J. The plant will include complete facilities for accommodating the transmitter staff. Construction is being supervised by Clifford C. Harris, WIP technical supervisor.

CKWX, Vancouver, B. C., is putting finishing touches on its new transmitter house, located on nearby Lulu Island. The house includes living quarters for the transmitter staff. Installation of the 1,000-watt Collins transmitter started early in May, along with erection of the Ajax vertical radiator. The station expects to be on the air with 1,000 watts on 950 kc. early in June.

FRANCIS H. BROWN, until recently vice-president and sales manager of Radiotone Inc., Hollywood manufacturers of recorders, playback systems and other radio equipment, and Glenn Wallichs, also well-known in the recording and wholesale radio distribution field, have formed National Recording Supply Co., with headquarters at 1065 Vine St. New firm is acting as exclusive distributors of recording equipment. Wallichs continues to head Hollywood House of Music Recording Studios at 5205 Hollywood Blvd., and has named Hugh Claudin as manager. Robert Humes, merchandising authority and well known in the radio accessories field, has joined Radiotone Inc. as vice-president and sales manager, taking over the post formerly held by Brown. W. H. Snow continues as president and general manager.

EISLER ELECTRIC Corp., Union City, N. J., has changed its corporate name to Callite Tungsten Corp. in order more accurately to reflect its business. Principal products are materials and equipment for the manufacture of neon signs, radio tubes and other types of electronic devices.

FOUR LEAF CLOVERS aren't common—but you can still find them. Take the experience of Kathleen Connolly, owner of Portland's exclusive Irish linen shop, who found KEX a four leaf clover in the promotion of her business.

Last fall, with an Irish eye to building holiday volume, Kathleen Connolly picked KEX to help her do a selling job. Three afternoons a week she broadcast a travelogue of old Erin in order to acquaint more people with her shop and with her high quality imported linens. Results—hundreds of new friends and the largest Christmas business Kathleen Connolly had experienced in ten years.

Needless to say, the sales promotion partnership of KEX and Kathleen Connolly carries on. Sales continue to show healthy increases over last year and Mrs. Connolly has joined the large group of advertisers who know from experience that KEX is a four leaf sales clover in the prosperous Pacific Northwest.

KGW
820 KC
5000 WATTS DAYS
1000 WATTS NIGHTS
NBC RED

RADIO STATIONS OF THE
OREGONIAN
PORTLAND • OREGON

KEX
1160 KC
5000 WATTS
CONTINUOUS
NBC BLUE

National Representatives—EDWARD PETRY & CO. INC.
New York Chicago Detroit St. Louis San Francisco Los Angeles

Your Gracious Host..from Coast to Coast

IN NEW YORK..

The Gotham

IN CHICAGO..

The Drake

The Blackstone

IN LOS ANGELES..

The Town House

IN BELLEAIR, FLA..

Belleview Biltmore

A. S. KIRKEBY,
Managing Director

KIRKEBY HOTELS

Studio Notes

KVOO, Tulsa, Okla., on May 5 originated for NBC-Blue a 30-minute broadcast under auspices of the Tulsa Citizenship Committee. Carried from Skelly Stadium in Tulsa, the program covered a meeting at which some 5,000 young people who have recently reached voting age were administered the oath of citizenship. The audience totaled about 25,000, according to KVOO. Highlights of the broadcast included an address by President Roosevelt, a talk from the stadium by Eddie Cantor and the citizenship oath. The program theme was designed to promote increased participation of young people in the duties and privileges of citizenship.

KDYL Salt Lake City, has started a novel new series of meetings for its sales staff conducted by Myron Fox, KDYL sales director. In order to present the problems confronting various retail sales organizations of the city each weekly meeting brings a different sales manager from a retail organization as guest speaker. The series opened with an appearance by the manager of the local Montgomery Ward store.

WKRC, Cincinnati, late in April carried two separate dramatic programs commemorating the 100th anniversary of the *Cincinnati Times-Star*, which owns and operates the station. A half-hour preview of the centennial celebration was originated for MBS on April 21, with dramatization by Robert Morgan and produced by the WPA Radio Workshop under direction of Jan Pfandt. The second program, written by Helen Detzel and acted by the WPA group, dramatized development of the paper from the time of its founding April 25, 1840, by Charles P. Taft, brother of the late President Taft. WKRC is under the general management of Hulbert Taft Jr., son of the *Times-Star* president and editor.

WDRC, Hartford, Conn., has started enlarging its 16th floor headquarters in downtown Hartford to handle expanding operations in both standard and frequency modulated transmission. The station's night power is being raised from 1 to 5 kw. during the summer, and construction is proceeding at the Bloomfield, Conn., transmitter, where an additional directional tower is being erected. Chief Engineer I. A. Martino is in charge of all construction work at the transmitter, while Program Manager Walter B. Haase is supervising studio changes.

WLS, Chicago, broadcast its *Dinnerbell* program May 3 from the new Hall of Music at Purdue U, Lafayette, Ind. First broadcast from the hall, which seats 6,208, also featured addresses by officials of the university.

KWOC, Poplar Bluff, Mo., in mid-April started construction of a new building to house in a single unit studios, transmitter and offices. Studios formerly were down town, with the transmitter near the city limits. The new building will be ready for occupancy in mid-June.

The New Big Money Crop —Soybeans

WSOY

Serves the World's Soybean Center— Central Illinois

$32,000,000 Soybean crop alone. Great corn and livestock center, too. Much manufacturing. Pop. area, ¾ million. Retail business up 12 to 17%.

WSOY 250 W. Decatur, Ill. 18 hours daily

Scouts' Turn

RECIPROCAL trade is being practiced between KDYL, Salt Lake City, and local Boy Scouts. In return for coopertion in making listener surveys for the station, the Scouts are given an opportunity to build and produce their own KDYL programs. Each week a Scout from the KDYL area takes a merit badge test over the air, and twice-daily some Scout from various local troops gives the Scout oath and tells listeners something about Scouting.

WOLF, Syracuse, N. Y., on May 4 formally opened its new studios. T. S. Marshall, president of Civic Broadcasting Corp., licensee of the new local, stated that although WOLF went on the air April 27, the opening party in the studios was postponed a week because of the absence from the city of the mayor and several other prominent civic leaders who were to be present when the station was officially dedicated.

WJBC, Bloomington, Ill., recently carried a special broadcast describing the damage resulting from a tornado at Pontiac, Ill., 35 miles away despite a series of complications. The WJBC remote crew first tried to get a telephone line through for a direct pickup from Pontiac, but all lines were down. The shortwave truck could not be used because of heavy static. Finally Guy Wallace was rushed to the scene, where he gathered police and eye-witness accounts, and then returned to the studio for a complete resume broadcast.

EIGHTEEN-year-old slogan of WSB, Atlanta, recently acquired by the Gov. Cox interests along with the *Atlanta Journal* has been changed from *WSB, the Voice of the South* to *WSB, the Sales Voice of the South*, according to an announcement by J. Leonard Reinsch, manager. A booklet descriptive of the State's industries and facilities, titled "Georgia on the March" and furnished by the Georgia Power Co., has been distributed by Mr. Reinsch to the station's mailing list.

KGO, San Francisco, has resumed its weekly broadcasts in connection with the departure of the Pan-American *Clippers* for Hawaii and the Far East. The program, handled by Don Thompson, includes interviews with passengers as well as description of takeoffs.

JERRY LAWRENCE, announcer of WOR, Newark, has been named captain of the Radio League Softball Team which was started by WOR and features players from NBC, CBS and New York stations WNEW, WMCA and WHN. The games, played from April 29 through July 1, take place Saturday mornings in Central Park, New York.

WSKB, McComb, Miss., has established a remote studio at Whitworth College, at Brookhaven. In addition to a daily Brookhaven program, WSKB is carrying Tuesday and Saturday morning church programs from the new studio, located 24 miles from McComb.

IF PLANS are consummated, and the old Warner Bros. film lot in the heart of Hollywood is converted into a $2,000,000 sports center, KFWB, located at 5833 Fernwood Ave., will be moved to a new site. Harry Charnas, former Warner Bros. theatre chain operator, who heads the Sunset Bowling Center at 5842 Sunset Blvd., proposes to take over, under a long time lease, the old lot which comprises one square block and is flanked by N. Bronson and N. Van Ness Ave. His plans call for moving KFWB off the site to make room for an ice rink, ballroom, under-glass swimming pool and rifle-pistol range.

NINE of 11 known candidates for national commander of the American Legion for 1941, to be elected at the national convention in Boston on Sept. 26, went en masse to the studios of WIRE, Indianapolis, May 2 and plead their cases over an MBS network. Claimed the first such broadcast ever carried, according to Eugene P. Pulliam, owner of WIRE, the program set a new record for network features originating in Indianapolis, with 131 stations reported carrying the 30-minute roundup.

STAFF members of KTMS, Santa Barbara, Cal., are watching their P's and Q's since Manager Frank Webb introduced a "game" designed to keep the staff on its toes this spring. Pig banks were set up at the studios and transmitter, and when staff members are caught bumbling a phrase or otherwise making a mistake, they put a nickel in the bank. When the banks are full, contents will be pooled to defray expenses of a staff fishing party.

OPENING program of *Invitation to Learning*, new CBS series replacing *Pursuit of Happiness* Sunday afternoons, has been postponed from May 12 to May 26. The series is designed to stimulate reading of great books, with open discussions by three or four outstanding Americans.

WOV, New York, on May 7 started operating from its new 350-foot tower at Kearney, N. J. The event was originally planned for May 1, but work was held up by unfavorable weather the latter part of April.

MAJOR broadcasters of the San Francisco bay area report an increase in station revenues for the first quarter of 1940, as compared with the same period of 1939. Total sales have climbed steadily on KPO-KGO, NBC outlets in San Francisco, with cumulative three-month billings for 1940 30% ahead of the first quarter of 1939. KFRC, Don Lee-MBS outlet in San Francisco, likewise reported a revenue rise, with March, 1940 20% over March, 1939 on network, regional network, local and spot business, and a 10% increase in March over February of this year. Other San Francisco stations also reported increased billings for the period.

A RECORD-BREAKING 33% increase in business for the first quarter of 1940 over the same period of 1939, has been announced by the management of WIND, Gary Ind. It is expected that May will set an alltime high for the station is completely sold from 7 a.m. to 8:30 p.m., with the exception of public service strips which are never available for commercial accounts.

TOTAL accounts placed with WBZ-WBZA, Boston-Springfield, for the 1940 January through April period were 67% greater than in the same period last year, Frank R. Bowes, sales manager, announced May 9. The increase in local accounts was 63%, he said. Commenting on the announcement, Assistant Manager Vincent Callahan pointed out that the number of sponsored programs of 15 minutes or longer has more than doubled and more than twice the previous amount of live talent on the stations is being used.

Pretentious Local Production

SPONSORED by Columbia Brewing Co., St. Louis (Alpen Brau beer), *Alpine Varieties* on KMOX, St. Louis, during the spring and summer months will present top-ranking talent in guest appearances with Ben Feld's KMOX orchestra. Starting May 10 with Comedian Lou Holtz, also appearing at the local Chase Hotel, guest talent will make five appearances weekly on the program. Other stars, including Gertrude Niesen, are tentatively scheduled for appearances. The split-talent idea was conceived by Olian Advertising Co., St. Louis agency handling the account, which claims the program represents one of the most pretentious talent setups ever arranged for a local radio program in St. Louis.

MAN-SIZED in keeping with its status as focal center of a contest to find the champion expectorator among the trout stream guides of Western Michigan, this brass cuspidor was presented in April to Newaygo Newt (left), famed guide and philosopher of Michigan streams and forests. Doing presentation honors is Bob Tillmans, newscaster of WOOD-WASH, Grand Rapids. The suitably engraved cuspidor, designated as the WOOD-WASH Trophy, was used during the long-distance spitting contest which was a feature of the Newaygo Open Guides Meet in April. It was selected from a welter of proffered goboons which followed an appeal by Newscaster Tillmans for the essential old-fashioned articles.

Best in Baffin

AN INTERESTING testimonial came recently to KMOX, St. Louis, from one of its listeners — an Episcopal missionary in Canada's far-North Baffin Bay region, about 3,000 miles from St. Louis. Recently the minister, Rev. L. E. Neilson, visited Rochester, N. Y. There he met a St. Louisan, started a conversation and asked him if he knew anyone at KMOX. Explaining his query, Rev. Neilson said his radio brings in KMOX better than any other station in the States, and he asked the visitor to convey his good wishes to KMOX officials. Advised of the incident, General Manager Merle S. Jones arranged a radio salute to the missionary.

NEW subscribers to Transradio Press Service are stations WINN, Louisville; WPID, Petersburg, Va.; KVGB, Great Bend, Kan.; WISE, Asheville, N. C.

AUDIENCE MAKES ITS CHOICE

Meat Sponsor Tests Recipes and Takes Votes on Preferences for Its Various Products

RADIO cooking school, featuring tests and sampling of meat products, held early in April by the Cleveland Provision Co. in collaboration with WHK-WCLE, Cleveland, turned out so successfully that the company is making the school a permanent part of its sales campaign. Chester G. Newcomb, general manager, and William Fletcher, sales promotion manager, recently signed Florence LaGanke, cooking expert featured on the company's daily WCLE program, to present the instruction sessions regularly in a downtown auditorium.

The original plan for the school was worked out by these company officials in cooperation with K. K. Hackathorn, sales manager of WHK-WCLE. Late in March, two announcements were aired on the WCLE program, inviting Cleveland housewives to the school, which was to be held in the station's largest studio. The response was immediate. Requests for tickets poured in and the 250 available were sent out at once.

As the date for the school approached, demand grew and the "classroom" had to be moved to a nearby auditorium. When the day arrived, 233 of the tickets mailed were brought in, and these persons brought with them so many friends, that the auditorium was filled to capacity. Attendance was more than 500.

Miss LaGanke conducted the school in much the same manner as her WCLE program, presenting recipes informally and demonstrating different ways of preparing 10 types of Wiltshire Brand meats. As she spoke, the recipes were distributed to the audience, together with a ballot form. Then the 10 types of meats were placed on display. Three slicing machines were put to work cutting the meat, and samples were passed out to everyone in the audience. The women were asked to vote for the three types they like best, and finally, when the 90-minute session was over, they were given samples of the three winning meats to take home with them.

Success of the school is cited as the result of the sponsor's policy of using "name" talent on the WCLE program. Miss LaGanke writes a nationally-syndicated homemakers' column, and is the author of numerous books, the latest of which, *Flavor's the Thing*, is a best-seller in this field. She has been on WCLE for the same sponsor continuously for more than two years.

FCC Barrier Removed, WINN Ready for Debut

THE show cause order against the new WINN, Louisville, issued by the FCC, which threatened to block licensing of the station, was rescinded May 8 upon "satisfactory showing as to financial qualifications" made on behalf of D. E. (Plug) Kendrick, principal owner. Mr. Kendrick, despite pendency of the order as to why his construction permit should not be recalled, had begun installation of the station with operation planned this month [BROADCASTING May 1].

The FCC Nov. 20 had cited the Kentucky Broadcasting Corp., licensee, on the ground that it was not financially qualified to construct and operate the new local, which had been given assignment on 1210 kc. with 250 watts day and 100 night.

ROMA WINE Co., New York, on May 1 started 30-word evening chain-break announcements six times weekly on KQV, Pittsburgh, and WFIL, Philadelphia, and will add more stations later this summer. Bermingham, Castleman & Pierce, New York, handles eastern advertising for the account.

Planks on Air Freedom Sought of Major Parties

PLANS to petition both the Democratic and Republican National Committees to include a "freedom of radio" plank in their platforms to be drawn up at the forthcoming conventions, were discussed at a meeting May 9 of the NAB legislative committee. The committee also discussed pending legislation, particularly in the light of early adjournment of Congress but took no formal action.

Present were Chairman John A. Kennedy, West Virginia Network; F. M. Russell, NBC Washington vice-president; Harry C. Butcher, CBS Washington vice-president; Theodore C. Streibert, WOR-Mutual vice-president; John Elmer, WCBM, Baltimore; NAB President Neville Miller; NAB Counsel Russell P. Place.

Amoco Airs Preakness

FOR the third consecutive year American Oil Co., Baltimore, sponsored a broadcast of the Preakness Stakes on 42 NBC-Red stations, May 11, from 5:45-6:15 p. m., in the interests of Amoco gas and oil. The Golden Jubilee running at Pimlico Race Track was described by Clem McCarthy, NBC turf expert, and Edwin C. Hill, writer and commentator, assisted by Bob Stanton, NBC special events announcer. Joseph Katz Co., Baltimore, handles the Amoco account.

INSTITUTE of American Meat Packers, Chicago, on May 6 started a series of six-weekly temperature report announcements on WBBM, Chicago, placed by Leo Burnett Co., Chicago.

QUESTION: WHICH RADIO STATION SHOULD I USE IN THE DETROIT MARKET TO SELL MY PRODUCT THROUGH RETAILERS AT LEAST COST PER UNIT SALE?

ANSWER: CKLW... BECAUSE RIGHT NOW A LARGE PERCENTAGE OF DETROIT'S LEADING RETAILERS USE THIS 5,000-WATT STATION REGULARLY...FOR ITS DEFINITE LOW-COST PULL!

CKLW

5000 WATTS DAY and NIGHT • CLEAR CHANNEL

Representative: Joseph Hershey McGillvra

MUTUAL BROADCASTING SYSTEM

WBAL means business in Baltimore

Count Georg von Arco

COUNT GEORG von ARCO, 71, German wireless pioneer often called the "German Marconi", died in Berlin May 7. Count von Arco established the famous German radio station at Nauen, near Berlin, and in 1903 founded the Telefunken Co. and became its director. He is credited with many inventions in the radio field and with the beginning of Germany's highly efficient broadcasting system. He was well-known in American radio circles, some of his patents having been seized by the American Government during the war and many of his scientific writings having wide circulation here.

Relay Videos Authorized

CONSTRUCTION permits for new relay television stations to operate in the ultra-high frequencies were granted May 8 by the FCC to both NBC and CBS. The NBC grant was for authorization to operate 15-watt combination visual and aural portable mobile transmitter on 312,000-324,000 kc and 282,000-294,000 kc. The CBS grant was for a 25-watt transmitter for television relay purposes, using the band 336,000-348,000 kc.

BOSTON chapter of Associated Broadcast Technicians (IBEW) announces that new three-year contracts have been signed covering 50 technicians of the Yankee Network staff, all employed by the four stations owned by John Shepard 3d.

PORTRAIT OF A KOIL CLIENT.

He's discovered that KOIL packs a wallop when it comes to selling products and keeping 'em sold.

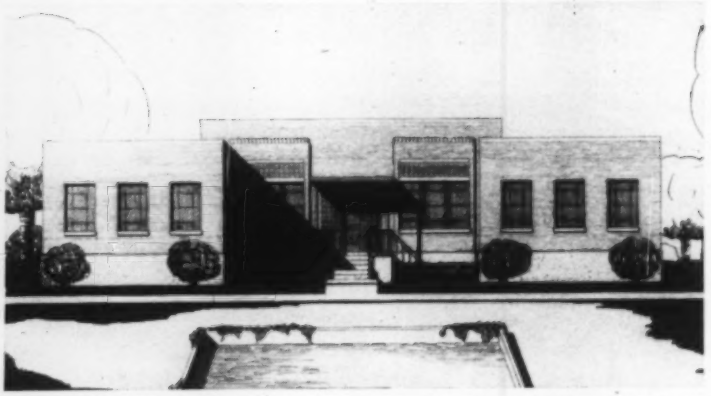
He's discovered the punching power of KOIL's 7-Point Plus Merchandising to follow through on his radio advertising.

He's discovered that KOIL's cost for results is less per listener than any other Omaha station's.

And he's discovered that this basic Columbia station in Omaha has a few very choice spots still available!

KOIL

Don Searle, General Mgr.
Katz Agency, National Rep.



ARCHITECT'S DRAWING of the new transmitter building of WEAF, New York key of NBC-Red, now under construction at Port Washington, Long Island. New plant is expected to begin operation about Sept. 1. Work began on the $280,000 development last January after exhaustive tests of sites had been conducted by engineers in the metropolitan area.

Television News Notes

Set Sales in New York

ACCORDING to a survey of radio dealers in the metropolitan New York area, conducted by *Radio Today* magazine, at least 100 television sets are now being sold each week. Dr. O. H. Caldwell, editor of the magazine and former Federal Radio Commissioner, pointed out that despite the FCC's recent cautionary statements regarding the new art, which caused a temporary drop to about 10 television set sales a week, purchases resumed "as rapidly as the public discovered that entertaining television pictures were still on the air". Dealers estimated during the *Radio Today* survey that as soon as full-commercial television is available, with CBS joining NBC in regular transmission, they expect to increase present sales five-fold—about 500 sets a week or 25,000 sets a year in the New York area. With the public "unmistakably demanding television", Dr. Caldwell estimated that extension of service to Boston, Hartford, Philadelphia, Schenectady and Washington, set sales would increase to over 50,000 yearly, representing sales of more than $15,000,000.

* * *

Movable Stages

AN OSCILLATING stage, which he declares will bring down the high cost of television production, has been patented by Graeme E. Young, Hollywood stage director-manager. The stage consists of four six-sided figures touching a movable center "table". It will permit, he said, "the television camera to pick up direct with live talent the motion picture type of continuity, starting at the beginning and continuing straight through to the end of the story, without stopping, if necessary."

* * *

Prettiest Girl Contest

TELEVISION'S first popular-poll girl contest was held May 9 on W2XBS, New York, with the television audience voting by postcard for the three prettiest girls in the group of 16 interviewed on the telecast by Alan Kent, NBC announcer. Winners will preside over the RCA television demonstrations this summer at the New York World's Fair.

Races Televised

TELEVISION'S first attempt at covering horse racing in this country is under way in New York, where the field crew of W2XBS, NBC's video station, is spending a couple of afternoons a week at Belmont Park, bringing their televiewers the main racing events as well as the colorful scenes of paddock and grandstand. First telecast was a preview visit on May 9, consisting of a tour of the grounds. On May 13 the opening day of the Belmont Park season brought watchers their first actual races by television. In England the BBC last year televised the English Derby and other outstanding races with what was reported to be great success. London theatres equipped with large screen television receivers filled their houses with audiences paying as high as $5 a seat to witness the telecasts.

* * *

Plan Television Tours

DORSEY OWINGS, president of Portable Electric Power Corp., New York, has been loaned to General Television Corp., Boston, to assist in the reorganization of its video station, W1XG. Television studio tours to acquaint Bostonians with the operations of television will be started in the immediate future, it is reported.

Summer Hours

SUMMER schedule of W2XBS, NBC's television station in New York, went into effect this week, with the chief change being the elimination of Sunday and the addition of Tuesday to the television week, which still includes five afternoon and five evening telecasts but which now runs Tuesday through Saturday instead of Wednesday through Sunday. Afternoon telecasts continue to begin at 3:30, but the evening periods now start at 9 instead of 8:30. Changes were set on the basis of nearly 1,000 answers to a questionnaire sent to set-owners in the New York area, asking how summer programs should be scheduled to fit in best with the televiewers' out-of-doors seasonal activities.

* * *

CBS Video Labor Pact

A ONE-YEAR contract covering technicians employed in television broadcasting and research by CBS was signed in Chicago recently by H. Leslie Atlass, CBS vice-president in Chicago, and a representative of the Associated Broadcast Technicians division of the International Brotherhood of Electrical Workers. The ABT, whose members include the engineers employed at all CBS owned and operated stations, joined IBEW, an AFL union, in a body last year, and the purpose of the present contract is to establish a scale for television work not covered by the terms of the original contract between the network and the union, it was stated at CBS headquarters.

* * *

Du Mont Portable Pickup

A NEW and flexible synchronizing generator employed in the portable television pickup equipment of the Du Mont Laboratories was described and demonstrated by Dr. Thomas T. Goldsmith Jr. at the recent convention of the Society of Motion Picture Engineers at Atlantic City. Generator produces the control signals which synchronize the transmitter and receiver for television operation over a range of line and frame frequencies up to 875 lines, the generated signal containing a radio frequency pulse for the vertical frame synchronizing which controls the number of pictures transmitted per second, it was explained. Entire field equipment unit is compact enough to fit into the back of an ordinary passenger automobile. Richard Campbell and Ward Stanton were co-authors of the paper read by Dr. Goldsmith.

GUY C. HICKOK, director of NBC's international division, looks over the shoulder of Hudson Hawley, news editor, in the division's new quarters in the RCA Bldg., New York, where the international staff is now quartered in a single room. The staff of 38 linguists, newsmen and clerks prepare scripts for the 16 hours of daily broadcasts in six languages NBC's two shortwave transmitters send out to the world.

First Anniversary

CELEBRATING the completion of its first full year of regularly scheduled telecasting on May 1, NBC put on a 2½-hour variety program including popular and operatic vocalists; tap and ballet dancing; a fashion show co-sponsored by Franklin Simon & Co., department store, and Lentheric Inc., perfumer; a kaleidoscopic interlude; a dramatic sketch; a Walt Disney cartoon, "The Ugly Duckling", and a minstrel show staged by NBC guides and pages. Program was opened with a short speech by Alfred H. Morton, vice-president in charge of television; Ray Perkins acted as m.c. and Ray Forest announced the program, which lacked only an outside sports pickup to represent all types of entertainment televised during the past year.

* * *

Farnsworth Convention

FARNSWORTH television equipment and electronic devices, including the company's traveling television demonstration unit which since last September has played in 50 cities, will be brought from the Fort Wayne plant to Chicago June 3-4 for display before dealers of Farnsworth Television & Radio Corp., holding their sales convention in the Edgewater Beach Hotel. Pierre Boucheron, general sales manager, reported that not only will the company's new line of receivers be announced, but Farnsworth will make important announcements regarding FM and television equipment.

ACA Locals' New Paper

ACA LOCALS 16 and 28, New York and Philadelphia, have combined and enlarged their monthly bulletins into a monthly publication, *Broadcast World*, to be published in Philadelphia and mailed free to every broadcasting station in the United States. The publication is "to disseminate information leading to better working conditions, better hours and higher wages for all those employed in the broadcast industry," and will be supervised by Leonard F. Ohl, first vice-president of the ACA broadcast division, and Louis E. Littlejohn, president of Local 28.

in the CONTROL ROOM

MAJ. EDWIN H. ARMSTRONG, Columbia U professor and pioneer radio inventor, was scheduled to give a demonstration of FM, his newest development, before the Cleveland Advertising Club May 15 under the auspices of WHK-WCLE. Arrangements were made by H. K. Carpenter, vice-president of the stations, and E. L. Gove, technical supervisor.

LARRY WEST, technician at KSFO, San Francisco, on May 4 married Mary Alyce Whieldon in Hollywood.

GRAHAM TEVIS, for the last 12 years chief engineer of KMOX, St. Louis, and who has shifted to CBS in New York, was guest of honor at a KMOX staff party late in April. Merle S. Jones, KMOX general manager, presented an engraved wrist watch to Tevis on behalf of the KMOX staff.

GORDON FAIRWEATHER, formerly of CKWX, Vancouver, B. C., has joined the engineering staff of CFAC, Calgary, Alta. Loy Owens, formerly of CFCT, Victoria, B. C., and CKLN, Nelson, B. C., has joined CKWX.

CLIFFORD GORSUCH, formerly with WMBS, Uniontown, Pa., WJLS, Beckley, W. Va., and WCHS, Charleston, W. Va., has been named chief engineer of the new WSLB, Ogdensburg, N. Y., which went on the air in mid-April. Leo H. Thompson is his assistant.

J. M. MIDDLEBROOKS, CBS construction engineer, addressing a meeting of fifty network engineers in New York April 29, augmented his talk with the showing of "New Tower—New Power", a 30-minute film showing construction of a modern broadcast transmitter, taken by Philip G. Lasky now manager of KROW, Oakland, Cal.

KENNETH COX, formerly with Western Electric Co. and WNOX, Knoxville, has joined the engineering staff of WKRC, Cincinnati.

PAUL KALBFLEISCH, formerly of WGIL, Galesburg, Ill., has joined the engineering staff of WMBD, Peoria.

GILBERT McDONALD, engineer of WOV, New York, has been named control supervisor of the station, replacing Walter A. Graham, who, because of ill-health, has requested a transfer to the WOV transmitter at Kearney, N. J. Karl Neuwirth, transmitter supervisor of WOV, is the father of a girl born recently.

HARRY R. LUBCKE, television director of Don Lee Broadcasting System, Los Angeles, has been granted U. S. Patent No. 2,185,640 covering optical apertures for television use. Means are also shown in the patent application for insuring accurate time relation between synchronizing and image pulsations.

DON CREED, CBS Hollywood sound effects engineer, has recovered from injuries received when the car in which he was riding crashed into a tree.

Fly Praises Hams

JAMES L. FLY, chairman of the FCC, on May 12 broadcast a brief talk on CBS paying tribute to the amateur radio operators who are members of the Susquehanna Emergency Network for their fine work during flood and other emergencies in the Susquehanna Valley. Mr. Fly's talk was heard on a special half-hour program featuring the regular monthly drill of the S. E. N.

RCA Institutes Technical Press has just issued a 450-page volume of technical papers by RCA engineers on the various phases of "Radio at Ultra-High Frequencies".

Soprano

or

Bass

• A shrill "yipe, yipe" or a deep, booming bark are transmitted with equal accuracy on today's network programs

. . . because special telephone circuits, developed by the Bell System, link the nation's radio stations

. . . because modern equipment and trained men protect the sensitive sound all the way.

Behind the scenes, in the Bell Telephone Laboratories, skilled scientists are working carefully and constantly on facilities that will deliver still finer programs tomorrow.

'Breakfast Club' Extends Sponsorship Rights to Third Quarterly Period

BECAUSE of the favorable reaction to NBC's plan of offering its *Breakfast Club* program to sponsors, the program has been extended for its third 13-week sponsorship cycle, effective July 1, with a total of 17 different sponsors, according to John H. Norton Jr., NBC assistant to the vice-president in charge of stations.

Sponsors and stations include: Montgomery-Ward, six hours weekly on WTCN, Minneapolis; American Express, six half-hours weekly on WCFL, Chicago; Kay Jewelry Co., six half-hours weekly on WCOL, Columbus; McKesson & Robbins, half-hour weekly on WJZ, New York, KDKA, Pittsburgh, WBZ-WBZA, Boston; Shirriff's Ltd., five quarter-hours weekly on CBL, Toronto, and CFCF, Montreal; Lewis-Howe Medicine Co., six quarter-hours weekly on WJZ, New York, and KWK, St. Louis; B-C Remedy Co., six quarter-hours weekly on WCFL; Schneider Grocery Stores, four half-hours weekly on WSAI, Cincinnati; Weise & Fisher, four quarter-hours weekly on WHAM, Rochester; Griffin Shoe Polish, six quarter-hours weekly on WRTD, Richmond; Crescent Laundry, three quarter-hours weekly on WJDX, Jackson, Miss.; Hygeia Milk, two quarter-hours weekly on KRGV, Weslaco, Tex.; Adler's Women's Apparel, three quarter-hours weekly on WEBR, Buffalo; Manchester Biscuit Co., three quarter-hours weekly on WDAY, Fargo, N. D.; Wesson Oil, three quarter-hours weekly on WIS, Columbia, S. C.; Buffalo Dairy Council, five quarter-hours weekly on WEBR, and Dodds, Alderney Dairy, five quarter-hours weekly on WEBR, starting in June.

Hind's to Return

LEHN & FINK PRODUCTS Corp., New York (Hind's Honey & Almond cream), sponsoring the weekly *Burns & Allen* program on 52 CBS stations, Wednesday, 7:30-8 p.m. (EDST), with West Coast repeat, 6:30-7 p.m. (PST), will discontinue the series for the summer, following the June 26 broadcast. There will be no summer replacement. The series will return in early fall under continued sponsorship of Lehn & Fink Products Corp. Agency is Wm. Esty & Co., New York.

BREAD AND THE REDUCING DIET

Seattle Exercise Program Sells Staff of Life To Ladies Desiring to Keep Down Weight

By WILLIAM H. HORSLEY
President, Pacific National Adv. Agency
Seattle

SELLING bread to ladies who want to reduce is the chore of Patty Jean (Mrs. William V. Forrest), whose *Health Club* is sponsored daily on KOMO, Seattle, by Hansen Baking Co.

Mr. Horsley

A local girl who made her radio reputation in other climes, she has been directing Seattle calisthenics since returning to the native heath some two years ago, and her mail count has broken all local records. Besides, she has made hundreds of transcriptions, which are heard every day from Maine to California. She likes the theory that sitting and chatting does more to make the listener stick than does expounding—and clings to one central idea: Be Yourself.

Our agency, after signing a contract with Patty Jean, formed the Patty Jean Production Co. and then made a series of transcribed programs which were sold to bakeries from Coast to Coast. At the present time she has sponsors in 24 markets, using the program five and six times weekly during the morning hours. In nearly all these markets the stations report the Patty Jean mail count exceeds all others.

Thought It Flattering

The merchandising of the program was carefully worked out. To find a workable merchandising play, we reviewed the *Health Club's* case history in other markets. Our idea was to find those points that were most workable and apply them locally on KOMO. We also wanted to find a merchandising pattern that could be used in the markets that were buying the transcribed series.

We conducted surveys through our research department, under Frank Twist, and found that in general women were eliminating bread from their daily diet because they were under the impression that bread was extremely fattening.

The next step was to work out a balanced diet which included bread. This we developed, including six slices of bread in the daily diet. In promoting the diet we not only allowed women to eat bread, but demanded that it be included to provide needed calories. Here we had an ideal tie-in for the commercial content of the program, and we were able to explain why Hansen's Olympic Bread should be included—because of the quality of its ingredients.

Our completed merchandising mailing piece, which we offered to listeners in exchange for an unattached stamp, included illustrated exercise charts, weight charts, calorie charts and diet charts. We ran into a little trouble when Canadian listeners sent in Canadian stamps—the local postal authorities refused to use Canadian postage for letters mailed in Seattle. We found it necessary to ask Canadian listeners to send a coin instead of the stamp. This they did without diminishing the Canadian response.

The rest is history. We found it was a proved fact that every woman is vitally interested in having a good figure. And from the beginning, Patty Jean's *Health Club* has catered to this interest and has boosted the sales of Olympic Bread.

Tacoma Hornet

MODEL BAKERY Co., Tacoma, sponsoring the five-weekly quarter-hour transcribed program, *Green Hornet*, on KMO, that city, as promotion for the series entertained more than 800 children at a recent showing of the film, "Pinocchio", at Music Box Theatre. Firm made a tieup with Mueller-Harkins Co., Tacoma auto distributors, who furnished a 1940 Buick for Hornet (in the person of Max Bice, KMO announcer) and his man Kato (Dick Ross, announcer), who, in costume, were paraded through downtown streets prior to the show. Hornet and Kato entertained the children from the stage and during the show Lee Hodget, manager of Model Bakery Co., personally distributed Green Hornet kites and souvenir buttons.

Trek of Mules

TYING in with the release of the new M-G-M picture "20-Mule Team", the Pacific Coast Borax Co. is carrying special promotion on its NBC-Red *Death Valley Days* program for 20-Mule Team Borax as well as furnishing its dealers with point-of-sale material for local promotion tieups. The company has also sponsored a cross-country tour of two of the original Death Valley borax wagons drawn by 20 mules ending at the New York World's Fair in time for the premiere of the motion picture in New York.

Sponsorial Tips

AS A SERVICE both to new sponsors and to their retailers, WIBX, Utica, sends postcards to dealers in its coverage area notifying them of the start of all commercial programs on the station.

Teaser Campaign For Coffee Can

AN UNUSUAL advertising campaign in Des Moines was sponsored by Tone Brothers, local coffee roasting firm, which uses teaser announcements on KSO and KRNT to introduce its new "Pressure Pack" coffee. A series of 60 and 30-word announcements, three times daily for 12 days, announced discovery of a new method of packing coffee. Following is a typical announcement:

"Two men began experimenting and developing patents 25 years ago that this month will lead to the biggest news in coffee in 25 years—news that guarantees you the freshest cup of coffee you've ever tasted. It won't be long now—your grocer will have it for you—watch your newspaper—keep tuned to this station—get ready to switch coffees in your home."

No Names Mentioned

None of the announcements revealed the name of the coffee. During the period while the teaser announcements were running, Tone's salesmen in Midwest States were busy stocking grocers with the newly-developed "Pressure Pack".

On April 12, the news broke. Announcements such as the following were used:

"Enjoy a fresh cup of coffee today for the first time in your life! Buy Tone's Pressure Pack Coffee—the only coffee in the world packed in an absolute oxygen-free container! The biggest news in coffee in 25 years! The flavor's sealed in—natural roasting vapors keep Tone's Pressure Pack coffee roaster-fresh indefinitely. Try your first cup today!"

Jay Tone, president of Tone Brothers who invented the machine which replaces the air in the can with natural oxygen-free roasting oven vapors has experimented and worked on the method for the past 25 years. The account is handled by Son de Regger and Brown Advertising Agency, Des Moines.

Weeklies Added

EXPANDING its paid advertising coverage from local dailies, KTSA, San Antonio, recently started an advertising campaign in 27 South Texas weeklies, using a small display ad each week calling attention to KTSA programs.

UP IN POWER!*

(1,000 WATTS)—SAME RATE 'TILL SEPT. 1

A big bargain offer of greater power, greater coverage, and more service—but same low rate 'till September 1st.

*Effective June.

CKWX

VANCOUVER, CANADA

Reaching 100,000 radio homes full time, new frequency, 950 Kc.

U. S. Representatives: *Weed & Co.*

(U.P.)

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

Representatives

H. M. FEELEY, formerly with Free & Peters Inc., radio station representatives, and previously with the Capper Publications in New York and Chicago, has recently opened his own representative offices in the Joseph Vance Bldg., Seattle. His firm, H. M. Feeley & Associates, has been appointed by the Pacific Broadcasting Co. to represent network sales for the Washington and Oregon group of Mutual-Don Lee network stations.

CHRIS HETHERINGTON, St. Louis representative of John Blair & Co., has been selected by the Nadine College of Advertising, St. Louis, to give a series of lectures on broadcasting before senior students.

KPAC, Port Arthur, Tex., has appointed Radio Adv. Corp. its national representative.

WINN, new Louisville local, has appointed Howard H. Wilson Co. as national representative.

KQW, San Jose, Cal., has appointed Reynolds-Fitzgerald Inc., Chicago, as national representative, effective May 1.

BURN-SMITH Co., has moved its New York offices to the Chrysler Bldg., 405 Lexington Ave. New telephone is Murray Hill 4-6947.

J. FRANKLIN VIOLA & Co., New York foreign language station representative, has moved its offices to 56 W. 45th St. New telephone is Murray Hill 2-0489.

RADIO ADV. Corp., station representatives, has moved its New York offices to 9 E. 40th St. New telephone is Murray Hill 3-7865.

Westlund Heads No. Cal. Assn.

ARTHUR WESTLUND, general manager of KRE, Berkeley, Cal., has been elected chairman of the Northern California Broadcasters Assn. for the third successive year. Westlund is also director of the National Independent Broadcasters for the 15th district, and is seeking to have NIB hold its annual convention in connection with the San Francisco convention of NAB, Aug. 4-7. Preston Allen, general manager of KLX, Oakland, was elected secretary of the NCBA, succeeding Phil Lasky, KROW general manager.

KATZ AGENCY, New York, station representative firm is compiling data relating to "city and county" population, radio homes and retail sales, to be issued in handbook form probably in November, 1941.

SHREVEPORT
Second
IN THE UNITED STATES
FOR PERCENT OF NEW
HOMES
50,000 Watts
A SHREVEPORT TIMES STATION
KWKH
Represented by The Branham Co.
CBS
Shreveport Louisiana

Rex Schepp to WIRE

REX SCHEPP, for the last 10 years a member of the local and network sales staff of WBBM-CBS, Chicago, on June 1 will become assistant station manager of WIRE, Indianapolis, owned and directed by Eugene C. Pulliam, newspaper publisher. A native of Bloomfield, Ind., Schepp spent eight years on the stage as a musician, later joining Nathanial Shilkret's Orchestra as featured soloist on the NBC *Maxwell House* programs. Before going on the stage he taught school for two years in Martinsville, Ind., where his family still resides and where he and other members of his family have business interests.

Mr. Schepp

FTC Stipulations

CHARLES DALLAS REACH Co., Newark advertising agency, and New England Products Inc., Evanston, Ill., have entered into stipulations with the Federal Trade Commission in which they agree to discontinue certain advertising representations for Frostilla Fragrant Lotion, according to an FTC announcement of May 11. On May 10 the FTC announced a similar stipulation made by Van De Mark Advertising Inc., Cincinnati agency, and its client, American Royal Products Co., St. Paul, pertaining to advertising claims for Riteway corn and callous remover. The FTC also has accepted stipulations from Bowey's Inc., Chicago, Nu-Enamel Corp., Cleveland, and Magic Iron Cement Co., Cleveland, to cease certain representations in the sale of Dari-Rich Syrup, Nu-Enamel Enamelized Paint and Magic casein glue, respectively. In late April the FTC issued a complaint against Globe-Union Inc., Milwaukee manufacturer of storage batteries and radio accessories, charging price discrimination in violation of the Robinson-Patman Act in the sale of radio volume and tone controls. A complaint also has been issued against Post Institute Inc., New York, charging mirepresentation in advertising via radio and other media for Ultrasol hair and scalp treatment.

Tom Harker Joins WBS

TOM HARKER, former sales executive of General Tire & Rubber Co., Curtis Publishing Co. and Edward Petry & Co., has been appointed to the eastern sales staff of World Broadcasting System by Norton Cotterill, WBS vice-president. Mr. Harker will promote sales of World vertical-cut wide range transcriptions and service, together with the Gold Group plan.

Promote Nickel Box Machines

EAST COAST Phonograph Distributors, New York, on May 8 started a four-week test campaign of 30 spot announcements weekly on WNEW, New York, to promote the nickel-box machines which play records by remote control in restaurants and drug stores. More stations will be added throughout the country if the test proves successful, according to Redfield-Johnstone, New York, the agency in charge.

Cole's Babies

GRADY COLE, farm expert of WBT, Charlotte, N. C., and CBS regional farm editor, holds some kind of record as godfather. In the last 10 years 64 babies have been christened "Grady Cole" in his honor. No. 64, born early in May to a Mr. and Mrs. Pierce, of China Grove, N. C., has just been named Grady Cole Pierce. Cole appears each morning at 5:30 a. m. to handle the WBT *Alarm Clock* program, offering farm information to rural listeners.

Westinghouse Spots

WESTINGHOUSE Electric & Mfg. Co., Pittsburgh, on May 18 starts sponsoring the Saturday morning period of Adelaide Hawley's *Woman's Page of the Air*, Mondays through Saturdays on WABC, New York, 9:30-9:45 a. m., on behalf of Tenderay, the company's new process of tenderizing meat. Fuller & Smith & Ross, New York, is agency. With Westinghouse sponsorship, the WOR *Women's Page* is completely sponsored: Mondays, Wednesdays and Fridays by Krug Baking Co.; Tuesdays by Olney & Carpenter (potato sticks); Thursdays by Rapinwax Co.

WAPO, Chattanooga, Tenn., has appointed Headley-Reed Co. its national representatives.

Here's Publicity For Your Program on
WTCN
NBC STATION ST. PAUL MINNEAPOLIS

in the
ST. PAUL DISPATCH-PIONEER PRESS
MINNEAPOLIS TRIBUNE
MINNEAPOLIS TIMES-TRIBUNE

Owners and Operators of WTCN With Combined Circulation Both Daily and Sunday of
OVER 300,000

Publicity Means More Listeners and More Sales. Be Wise . . . Use the Station in the Twin Cities Market That Gives Your Program 100% Support.

FREE & PETERS, Inc.
National Representatives
New York—Chicago—Detroit
Los Angeles—San Francisco—Atlanta

Blitzkrieg Finds Industry Prepared

(*Continued from page 17*)

CBS, was vacationing in Virginia when the crisis developed, but when he heard the news the morning of May 10 he drove to Washington and caught a plane for New York, arriving in the early afternoon to take over direction of the war coverage from Bob Wood, news editor, who had remained on duty all the previous night. Bill Henry, *Los Angeles Times* columnist who served as CBS correspondent on the Western Front last fall, happened into CBS headquarters and was immediately drafted into service.

At all network headquarters commentators were on duty throughout the day and night: H. V. Kaltenborn analyzing the news for the Red Network; John Gunther for the Blue; Elmer Davis and Linton Wells at CBS, and Raymond Gram Swing at Mutual. In addition, Mutual's technical war experts, Maj. Leonard H. Nason on military affairs, Paul Schubert on naval maneuvers and Col. Charles Kerwood on questions of aviation, interpreted reports of action on the various fronts. On May 11 and 12, MBS round-ups from European capitals were followed with discussions by these commentators.

Press Cooperation

Relations between radio and the press are continuing on the same plane of high cooperation that has existed since the outbreak of the war last fall. Important news received at network shortwave listening posts is relayed to the news services and metropolitan newspapers as rapidly as it can be taken off the air and speeches broadcast from Europe are also moved to the newspapers at once, as there is often an appreciable interval between the time a speech is delivered and that at which complete texts are received from correspondents abroad via radio or cable, due to delays in filing and transmission. On its part, radio relys to a great extent on the press services for bulletins and general news coverage.

On May 13, Max Jordan, NBC chief in Berlin, arrived in New York on the *Washington* for a brief visit to talk over plans for further war coverage with Mr. Schechter and other NBC executives. Mr. Jordan planned to return to Europe aboard the *Yankee Clipper* the latter part of the week. H. V. Kaltenborn, who had planned to leave for Europe on May 4, for a month's inspection of conditions abroad, cancelled his plans at the last moment when reports indicated that decisive events were in the offing.

"I had hoped that a lull in the war might give me the opportunity to make my annual survey trip through Europe," he stated on his May 3 broadcast, "but my information indicates that the next few weeks will bring decisive events. I will have access to more news and reports on these critical developments here than I would have abroad."

On the air all night that first night, the networks have since reverted to a more normal schedule. On the next night they shut down at 3 a. m. Since Saturday May 11 they have maintained a 2 a. m. signoff, although ready to return to a 24-hour-a-day basis if the news warrants.

MULTIPLEXING

The next big money-maker for broadcasters is the simultaneous transmission, over one wave band, of both aural programs and Facsimile . . . including news photographs, cartoons, comics and printed or written text.

Let us tell you how to equip your station for rendering this service.

FINCH TELECOMMUNICATIONS, INC.
Passaic, N. J. • N. Y. Sales Office, 1819 B'way

finch facsimile

Tilenius Promoted

WILLIAM O. TILENIUS has been promoted to be assistant manager of the NBC national spot and local sales department, according to announcement May 15 by James V. McConnell, manager of the department [see earlier story on page 18]. Tilenius joined NBC Feb. 1, 1932, in network sales traffic operations for local sales. May 1, 1936 he joined the national spot and sales force, specializing on the Bulova and Esso accounts. In announcing the appointment Mr. McConnell made it clear that Tilenius does not replace Maurice Boyd, but that the promotion is part of a general departmental reorganization.

KSCJ Sioux City Iowa
The Journal
5000 WATTS DAY
1000 WATTS NITE
The ONLY Radio Transmitter of this or greater power within 75 miles of Sioux City

'Private Radiophones'

DAVID SARNOFF's pet dream of "private radio telephone numbers" on the ultra-high frequencies was again expounded by the RCA president while discussing radio research May 9 at the University of Rochester. Mr. Sarnoff, who once predicted wrist-watch radios, said: "When enough frequencies become available—and it is not unreasonable to foresee it—each of us some day may have his own individual radio wavelength, measured perhaps in millimeters. Using pocket-size apparatus, we may be able to call up and converse with distant friends, any time, any place. A few years ago such a development was merely wishful thinking. Today it is on the scientific horizon."

Answer of CBS Denies Television Charge of Sarnoff

Brief to FCC Tells of Cost Of Visual Experiments

IN WHAT it termed "necessary rebuttal of an unsuspected attack", CBS May 6 filed with the FCC a strongly worded brief taking issue with remarks purportedly made by David Sarnoff, RCA president and NBC chairman, describing CBS as opposed to television.

Virtually all of the CBS 13-page brief, submitted to the FCC pursuant to the FCC rehearing on television regulations, was devoted to the network's response to what it called the "aspersions" cast upon it by Mr. Sarnoff. CBS, through its Washington counsel, Paul A. Porter, stated it would not have submitted such an answer except for the fact that the FCC record contained the Sarnoff comments.

An exhibit placed in the hearing record, the brief pointed out, contained a statement made by Mr. Sarnoff at the board of directors meeting of the Radio Manufacturers Assn. Feb. 8 which Columbia branded as containing "erroneous assertions" constituting an "unfair attack".

Expenditures Cited

The CBS brief recited that the RCA President had alleged that CBS was opposed to television and that its position was "illustrative of the kind of opposition that . . . television" is facing; that Columbia is "looking for profits from television before the art is developed, and was averse to plowing 'any of its earnings' back into television during its pioneering", that the CBS purchase of a television transmitter was due to Mr. Sarnoff's personal persuasion, and that CBS 1939 earnings were higher than NBC's because NBC was plowing more of its profits into research and development in television and other fields.

In minute detail, CBS essayed to answer all of these purported allegations, declaring that, far from being opposed to television, it has done more costly pioneering than any broadcaster without manufacturing or patent interests in television. The brief recited that CBS today has a fulltime television payroll of $150,000 per year; that it has expended in excess of $1,350,000 since 1936 for television; that it paid RCA more than $450,000 for its initial high-power television equipment and had operated generally in video experimentation.

All of the other charges were categorically denied. The network said that, far from looking for early profits in television, it expected them to be a number of years away for the broadcaster without manufacturing or patent interests. It denied flatly that RCA or any of its officers persuaded CBS to enter television.

Moreover, it was contended that the difference in television expenditure does not account for the difference between CBS and NBC earnings. The brief stated that Mr. Sarnoff had told the RMA directors meeting that CBS last year earned profits of $5,100,000 whereas NBC with $10,000,000 more gross business earned less than $4,000,000. Mr. Sarnoff was said to have attributed this to the fact that RCA had been plowing back a large measure of its profits for television and in other fields.

No Official Date Set

Pointing out that CBS television costs were more than $300,000 in 1939 and at the year-end its weekly costs were at the rate of nearly $500,000 per year, the network stated it did not believe there is a very wide difference in the television costs of the two companies, and from the practical standpoint it is probably significant when it is realized that CBS' interest in television is solely that of a broadcaster, whereas NBC, in addition to being a broadcaster, is also a promotional arm of RCA manufacturing and patent licensing.

CBS said it had been aware for some time that it would coincide with RCA's interest if it were on the air with television programs. The "disappointment or displeasure of RCA" over the fact that CBS was not on the air once RCA sets were on the market "may thus explain, although it fails to justify, the attack," it added. CBS said it had never officially set a date for installation of television service, though various hopes were expressed from time to time.

These included procurement of equipment, difficulties in installations in the Chrysler Tower, and the possibility of a change of channel for the CBS transmitter. It stated that if the Commission, as a result of the television, frequency modulation or any other proceedings, should shift CBS to another video channel, it might prove very illogical for it to launch a program service on the threshold of change.

Summer Business

DESPITE the customary seasonal withdrawals by some sponsors, radio will have the busiest summer in its history, according to W. B. Lewis, CBS New York vice-president in charge of programs, who left Hollywood May 15, after two weeks on the coast on summer replacement shows. The political campaign and increased war coverage, along with experimental shows, will more than offset periods vacated by programs taking summer layoffs allowed sponsors without forfeiture of time, he said. Moreover, fewer sponsors are passing up the summer season due to the use of portable and auto radios.

OVER 121 STATIONS USING THE ORIGINAL TEL-PIC NEWS-DISPLAY & SERVICE PLAN

K S L
NEWS PICTURES
(CHANGED DAILY)
A NERVE CENTRE OF BRITAIN'S DEFENCES
SOMEWHERE IN ENGLAND: A vital part of Britain's air defense is seen here in one of the Control Centres of the Observer Corps, where messages are received and passed on regarding the movements of all unidentified aircraft approaching or flying over any part of
WHERE YOU SEE THIS Emblem
INSURED
YOUR SAVINGS ARE Safe!

Progressive broadcasters, 121 of them, from Maine to California are now using Tel-Pic's News Display, radio's newest merchandising plan for station and sponsors. Developed exclusively for radio, Tel-Pic's Plan helps build an audience for the station and sponsor with its neat, attention-creating display which offers a daily stream of merchandising and publicity tie-ins for the station and for all types of local or national products.**

FEATURES OF THE TEL-PIC PLAN:

1 Illuminated display (18 by 28 inches) in six colors . . . red, blue, black, yellow, white and green . . . patented bio-lite ANIMATED waves. (Not just a frame.)

2 News flash photos of outstanding world events mailed daily, except Sundays and holidays. This creates daily news interest. Photos are printed on 70 lb. coated stock and mailed in card-board tubes to insure protection.

3 Ample space for sponsor or station merchandising in bottom-removable panel of display. (Hand painted on glass.)

4 Simple, durable equipment. Merely insert plug in AC or DC current and display becomes animated, and call letters in top panel become illuminated in radio-like waves.

5 Sold exclusively to your city on monthly budget plan at extremely low cost.

IMPORTANT NEW PLAN:

Tel-Pic Syndicate Inc. will send its representatives to your city to sell choice locations for its displays in banks and merchants' windows at no cost to you under our new reciprocal plan that will be sent on request. Billings to advertisers are handled direct by Tel-Pic.

IMPORTANT NOTICE!

Tel-Pic bio-lite is fully registered and protected. Avoid substitutes. Use the original Tel-Pic Service only.

****Tel-Pic's 121 subscribers include local stations, network affiliates, network M & O stations, 100 watters to 50,000 watters.**

Write or wire today for full particulars.

TEL-PIC SYNDICATE Inc.

1650 Broadway • New York City • Circle 5-4688

XUM

Sarnoff Foresees Culture by Video

Movies, Exhibitors Excepted, In Favor of Television

RADIO's elevation of the cultural level of the masses will be accelerated by a new form of transmission —television—David Sarnoff, president of RCA, told the University of Rochester's three-day clinic on "New Frontiers in American Life", which ended May 9 at Rochester.

In a discussion on the effect of television on the movies, during which he exchanged views with David O. Selznick, president of Selznick International Productions, Mr. Sarnoff declared the movie industry would take advantage of the video art and use it as an outlet, with a theatre in every home, "if it was smart enough", but would suffer if it "blindly opposed television".

Opposed by Exhibitors

Agreeing, Mr. Selznick said the only elements in the movie industry opposed to television were theatre owners, whose fears he termed groundless. Being gregrarious, people will still congregate in theatres, he added, and they have become so accustomed to the broad scope of the movies that television restricted to present day events could not completely displace films.

Conceding that movies present considerable "trash", Mr. Selznick explained "movie trash is a substitute for other trash, the 10-20-30 theatres and cheap magazine. I think there will always be trash movies, and hope for a larger percentage of better pictures. It's the law of supply and demand, and if we don't give it to them, radio will."

Mr. Sarnoff commented, "I'm glad you think you're giving it to them now, not us."

Mr. Selznick said that "in the field of music, we have done nothing compared with what radio has done".

Answering a question on how to get training as a radio script writer, Mr. Sarnoff repeated a comment of Mr. Selznick regarding script training for movies, "A pencil and a piece of paper will help."

FCC Rulings Pend

(*Continued from page 15*)

Jr., NBC Washington attorney, and Frank W. Wozencraft, RCA general solicitor.

RCA's statement regarding Paramount's purported domination of DuMont was promptly refuted in New York by Paul Raibourn, treasurer of both Paramount and DuMont. Describing it as a "red herring", he said the issue was whether the public is to be served with "flexible standards and television sets which will not become obsolete too quickly".

"Paramount does not control the DuMont Laboratories," Mr. Raibourn said. "The DuMont Company's sole request to the FCC has been to maintain flexible standards instead of the rigid ones proposed by RCA and the Radio Manufacturers Assn. Affiliates of Paramount Pictures in Chicago and Los Angeles have filed applications for television transmitting stations in their respective cities.

"It doesn't make sense that we in the television business would want to hold up television. For several years we have been trying to put up a station in New York, but only recently were we licensed to do so by the FCC. The Commission knows our position exactly. It is stated in our brief. We have no secrets."

DuMont's Brief

The DuMont brief, filed May 3 by William A. Roberts, Washington counsel for DuMont, seeks full commercialization as of Sept. 1. The conclusions are as follows:

"It is respectfully submitted that the Commission has had adequate opportunity to learn that standards must be set by governmental authority and not by commercial agreement. It is suggested that it is now clear that the key to the situation is the compulsory requirement of the high frequency DuMont type pulse which can be installed in a few hours for minimum expense by any transmitting station.

"If the standard as to number of lines and number of frames be defined as flexible, varying between 15 and 30 frames and 400 and 800 lines, development in the size and quality of the picture will continue. If it is fixed at 441 lines and 30 frames, the experience of Philco shows that such development will cease and attention will be confined to the limited fields of improvement of the 'spot' and narrowing of the dark band. The prompt issuance of an order fixing such standards together with permission for full commercialization as of Sept. 1, 1940, and the licensing of additional transmission facilities in the principal metropolitan centers will assure as much acceleration in production and commercial sales as is healthy for the industry or safe for the public.

"The record shows that the cost to somebody of the reconstruction of fixed type small-size non-retentive screen receivers, so as to adapt them to the progress possible in the immediate future with flexible standards, would be between $30 and $70, including change of screen. Many sets would be useless and the natural inertia of householders with their lack of technical knowledge would cause them to abandon and discredit television rather than be troubled with attempts to recover the cost of such changes.

"Control of the situation lies in the Commission, under the law, and regardless of attempted political attacks, well-organized publicity campaigns, or any other factors, we assume it will exercise its powers."

RED-LETTER-DAY for Union Oil Co., Los Angeles, was April 29. Besides marking start of the weekly *Streamlined Opera* on 13 NBC-Pacific Red stations, Mondays, 7:30-8 p. m. (PST), for 52 weeks, it was the 50th anniversary of Union Oil Co. NBC prepared a mammoth birthday cake, and this group includes (l to r), Don Belding, Los Angeles manager and vice-president of Lord & Thomas; Mario Chamlee, tenor of the series; Robert Phillipi, advertising and sales promotion manager, Union Oil Co.; Tracy More, NBC Hollywood account executive; Bill Lawrence, agency producer, and Sydney Dixon, sales manager of the NBC western division.

FROM FILM STAGE
Don Lee Television Shows Actual Production

ACTUAL scenes of a motion picture company making a production were televised May 7, 8:30-9:30 p. m. over W6XAO, under supervision of Thomas S. Lee, president of Don Lee Broadcasting System, Los Angeles, from the RKO studios in Hollywood. Subjects chosen for the initial picture-making telecast were two sequences from "Dreaming Out Loud," which Voco Productions is producing with *Lum & Abner*, Irving Bacon, Bob Watson and Sheilah Sheldon.

As a standard sound camera photographed regular takes, twin telecameras were used to transmit the complete record of preliminary dressing activity, rehearsals and okayed shots to 1,100 television receiving sets within a 35-mile radius of W6XAO. A wide-angle unit of the television twin cameras picked up the general action, while, for closeups, a telephoto unit was used. A dipper shaped cathode-ray tube in the television camera head converted the light waves and shot the impulses by cable to a 10-foot antenna atop the highest building on the RKO studio lot to the base transmitter of W6XAO in downtown Los Angeles, six miles away.

While noise interference created by the crowd of spectators present on the stage hampered sound reproduction, immediate television reproduction of the scenes shot were sharply and clearly reflected on miniature glass screens in the rear of the camera auxiliaries.

Suggestion that the FCC adopt television standards providing for 525 lines and 30 frames, if it plans to promulgate rules governing commercial television immediately, was made to the FCC May 3 by Philco, through its counsel, Louis G. Caldwell. Previously, Philco had advocated a 24-frame standard and stated that it had not abandoned its belief that improved results could be achieved with the lower standard.

In its brief, suggesting alternative proposals, Philco stated that it now urged the 30-frame standard because further research would be necessary before it would be safe to adopt the lower level.

Counsel Caldwell strongly advocated fixing of transmission standards by the Commission. He urged full commercialization in the usual sense as distinguished from limited commercialization but entirely contingent upon definite fixing of transmission standards. Suggesting two alternatives, Philco said the first might be provision for further research prior to the fixing of standards which would be in the spirit of compromise.

Aside from advocating the 30-frame 525-line standard if rules are adopted immediately, Philco said that it would also prefer the RMA synchronization system, somewhat modified, to that advocated by DuMont. It reiterated original proposals regarding miscellaneous standards, such as a two to three times higher radiated power for sound as against picture and that sound carriers of television stations operating on the same channel should be staggered in frequency to prevent heterodyne interference. In the latter connection, Mr. Caldwell stated preliminary calculations indicate there should be a displacement of 25 kc. between the sound carriers of two television stations on the same channel.

ALBERT J. BEVERIDGE Jr., son of the late Indiana Senator and a member of the news staff of WIRE, Indianapolis, ran for State Senator on the Republican ticket in the Indiana primaries held May 7. As BROADCASTING went to press, Mr. Beveridge was leading his three opponents, according to reports of Indiana's Central Accounting Office.

FERA Discusses Plans to Continue Educational Work

Summer Conferences Planned; Additional Funds Needed

PRELIMINARY discussion of plans for continuing action of the organization after the close of its current fiscal period June 30, including a group of 11 radio-educative conferences to be held this summer in cooperation with various colleges and universities, featured the May 7 meeting of the executive committee of the Federal Radio Education Committee in Washington. No definite plan was discussed for securing additional funds to continue the work of the Committee, although it was the sense of the executive group that the work should continue.

Summer plans of the FREC center around the conferences, to be held in cooperation with Denver U, Wyoming U, Utah State Agricultural College, Utah U, Washington State College, Oregon U, New York State Teachers College, Minnesota U, Stanford U, Texas U and Southern Methodist U. The conferences are to be conducted by members of the Committee's technical staff, headed by Dr. Leonard Power and including I. Keith Tyler, director of the Ohio State U research project, and Dr. Paul Lazersfeld, director of the Columbia U research project.

Research Reports

At the meeting also were announced four printed reports resulting from its research studies already published and distributed, and details of several more being prepared. Publications covering completed studies include "Forums on the Air", a study of the effectiveness of radio forums in education, directed by Dr. Paul H. Sheats; "College Radio Workshops", an examination of four typical college radio workshops, conducted by Dr. Power, FREC research coordinator; "Local Station Policies", a study of the educational and public service policies of one station (WMBD, Peoria), also conducted by Dr. Power. A report also was made on the catalog of the Educational Radio Script Exchange, operated by the FREC, which now lists 575 educational scripts available on loan to educational groups or broadcasters.

New publications due before June 30 include "Listener's Appraisal of a College Station", a companion study to the WMBD survey; "Survey of College Radio Courses, and Syllabus for Teacher Training Courses"; reports of two studies of listening groups, one conducted in the United States and the other in Europe, and a pictorial book depicting radio's role in educational and public service broadcasting on a national scale, using pictures made by J. Kenneth Jones, director of information, on a recent nationwide tour.

Set up about four years ago at the suggestion of the late FCC Chairman Anning S. Prall, the FREC has operated on grants totaling $481,000 from Rockefeller Foundation, Carnegie Corp., General Education Board and NAB. Although studies under the Rockefeller and General Education Board grants have been extended to Sept. 1, 1941, and June 1, 1942, respectively, the FREC at present has funds sufficient to keep its other activities functioning only until this fall. It was stated that subsequent discussions will be held for securing additional funds. Of the $481,000 received to date General Education Board has contributed $234,000; Rockefeller Foundation, $120,000; Carnegie Corp., $60,500, and NAB, $66,500.

With Dr. J. W. Studebaker, U. S. Commissioner of Education, as chairman, the May 7 meeting was attended by the full executive committee, including John Elmer, WCBM, Baltimore; Willard E. Givens, NEA; Rev. George Johnson, Catholic U of America; Harold B. McCarty, WHA, Madison, Wis., and representative of the National Assn. of Educational Broadcasters; Alfred J. McCosker, MBS; Neville Miller, NAB; Walter G. Preston Jr., NBC; Ralph L. Clark, FCC; Levering Tyson, Muhlenberg College; Frederic A. Willis, CBS.

ENGROSSED in answering listeners' posers, the Professor of *Professor Faxon Figgers* on KVOO, Tulsa, injects a new note into the idea of spreading information. Sponsored by Atlas Life Insurance Co., the program invites listeners' questions on any subject. Before giving answers, the Prof reads the query for Organist Ken Wright, who invariably responds with a musical number whose title suggests the answer, viz., "Which member of the deer family is the largest?" once brought forth the free translation, "*Moosic* Maestro Please". Announcer Terry O'Sullivan is the professor. Aired twice-weekly for quarter-hour periods, the account is handled by Rogers, Gano, & Gibbons, Tulsa agency.

'Food Fair' Clicks

AFTER three months of broadcasting, the WEEI *Food Fair*, which offers a complete merchandising plan to advertisers, has also been presented in many of the leading food department stores and markets of New England. Such widespread attention has been given the booth, from which Margaret Kiley distributes samples of advertisers' products, and the resulting boost in sales has been so marked, that the Massachusetts Retail Grocers' Assn. made the demonstration a part of its annual convention in Boston the week of May 6. The entire cast of the *Food Fair* program—"Mother" Parker, Roberta Green, Margaret Kiley and Hal Newell—was present at the last monthly meeting of the association in Faneuil Hall, May 8 and staged an actual broadcast of the show just as it is done in the studios of WEEI.

'Cavalcade' to Be Staged At Women's Convention

E. I. duPONT de NEMOURS & Co., Wilmington, on May 21 will present the broadcast on NBC of *Cavalcade of America* from the auditorium in Milwaukee where the General Federation of Women's Clubs will hold its annual convention. Helen Hayes will be the feature star of the program, to be based on Jane Addams' career at Hull House, Chicago. DuPont executives will be present for the broadcast. BBDO, New York, handles the account.

Arrangements to broadcast the program in conjunction with Women's convention were handled by Mrs. Harold Milligan, radio chairman of the Federation, who also is chairman of the radio luncheon to be held May 21 at which guest speakers, as yet unselected, will discuss new techniques in radio and children's programs. Margaret Cuthbert, NBC's director of women's activities; Louella Laudin, director of the *Quilting Bee* program on NBC, and Mrs. Lavinia Schwartz, CBS midwest regional director of education, will attend the convention.

Radio Education Session Is Arranged for Texas

NBC and the University of Texas on May 31 and June 1 will cosponsor an educational conference on radio for station managers and public service directors of NBC affiliated stations, members of the Texas U faculty and teachers from adjoining States. The opening session will be for representatives of NBC affiliates and NBC officials and will feature talks on public service programs and school programs by Dr. James Rowland Angell, NBC educational counselor, Walter G. Preston Jr., assistant to the NBC vice-president in charge of programs, and Dr. Franklin Dunham, NBC educational director.

Dr. Angell will address several hundred teachers at the Friday evening banquet on "Radio's Contribution on the Public Welfare". Saturday sessions for teachers interested in education by radio will include talks by Dr. Dunham and Mr. Preston, and a round-table discussion of "The University and Radio Programs."

Test of New Quiz

GROLIER SOCIETY Ltd., Toronto (*Book of Knowledge*), starts as a test campaign on May 15 on CKCR, Kitchener, Ont., a weekly half-hour quiz program *I Know, Teacher!* Competing teams of public school pupils will take part, the teams being recruited from schools in neighboring cities. The whole program is based on the *Book of Knowledge* and this schoolroom of the air will be in the form of an actual schoolroom with the teacher acting as master of ceremonies. A visual audience of 1,000 will see the program in the auditorium of the Kitcher-Waterloo Collegiate Institute Prizes will be awarded, and the audience will participate in half-hour programs immediately before and after the show goes on the air. The campaign is produced by Radio Centre Ltd., Toronto, and account placed by J. J. Gibbons Ltd., Toronto.

WDRC
"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"
HARTFORD, CONN.
.5846%
According to Sales Management, our Trading Area has .3430% of U. S. A. population and .5846% of U. S. A. retail sales. There's another reason—and a good one—for including WDRC on your summer schedule. Your advertising is more productive here.
BASIC STATION OF COLUMBIA BROADCASTING SYSTEM
National Representatives
PAUL H. RAYMER COMPANY

CHNS
HALIFAX, N. S.
THE KEY STATION OF THE MARITIMES,
Has Just Rounded Out the Busiest Season in Its Fourteen Years of Existence. Advertisers Would Be Well Advised to Make Their Summer Bookings AT ONCE.
U. S. Representatives:
WEED & COMPANY,
350 Madison Ave.,
New York City

LANG-WORTH planned programs
LARGEST PUBLIC DOMAIN RECORDED LIBRARY in the WORLD
LANG-WORTH FEATURE PROGRAMS
420 Madison Ave.
New York

THE NORTHWEST'S LEADING RADIO STATION
KSTP
MINNEAPOLIS & ST. PAUL, MINN.
NOW 50,000 WATTS
N B C BASIC RED NETWORK

Prize Contest Ruling

(*Continued from page 16*)

If he answers the phone and answers two questions satisfactorily, he receives a radio. If he does not respond correctly, he is given two tickets to *Mystery History*, a network show.

"*Sears' Grab Bag* [WISE] involves a box of numbered slips of paper placed in front of the Sears' store in Asheville. The advertising manager of the store selects the numbers. If the holders of the numbers are in the broadcast audience, they receive prizes. If they are not listening in, the nearest numbers get the prizes.

"In the *Dixie Treasure Chest* [KRLD] program the announcer selects a number from the Dallas telephone directory. If the party called answers the telephone, he or she is asked, 'What is the color of the border of the Dixie Margerine package?' If the party answers correctly, a prize of $50 is the stake."

Davis For Gillette

GILLETTE SAFETY RAZOR Co., Boston, on May 10 started twice-weekly sponsorship of Elmer Davis' daily news programs on CBS in behalf of Blue Blades and the new Gold Tech Razor. The Gillette programs are presented on 89 CBS stations, Fridays and Sundays, 8:55-9 p. m. Agency is Maxon Inc., New York.

Laughlan to Hammond

ROWLAND LAUGHLAN, formerly of the Independent Refiners Service Co., Wichita, has joined Hammond Instrument Co., Chicago, as head of sales promotion and advertising.

In Chicagoland
300,000 Lithuanians
Listen to one program

The
LITHUANIAN
HOUR
Over 5,000 Watt WHIP
10:00 to 11:00 A.M. daily
• • •
A few facts:
1. Rated No. 1 program by 87% of people canvassed in survey of 25,000 Lithuanian homes.
2. Drew 53,221 letters in December, 1939.
3. Five current participants have been represented a total of 19 years.
• • •
for participation details, write
SALTIMIERAS
RADIO ADVERTISERS
6912 S. Western Ave.
Telephone: Prospect 4050
CHICAGO, ILL.

AT THE initial broadcast of Northwestern Yeast Co.'s new *Songs of a Dreamer* for Maca Yeast on WENR, Chicago, officials and talent got together and talked things over informally— (l to r) H. B. Taylor, advertising manager of Northwestern Yeast Co.; Evelyn Stark, radio director, Hays MacFarland & Co.; Gene Baker, announcer and soloist; Larry Larson, NBC organist; Doris Rich, of Northwestern's home economics department, and Andrew Coburn, Hays MacFarland vice-president.

LATE *Personal* NOTES

CAL KUHL, Pacific Coast radio production head of J. Walter Thompson Co., Hollywood, will arrive in New York in latter May for several weeks of conferences with John U. Reber, the agency's vice-president in charge of radio. Discussions will center around Kuhl heading the agency's proposed television department to be established in New York.

DONALD FLAMM, owner of WMCA, New York, accompanied by Bob Goldstein, his press representative, arrived in Hollywood May 8 for a series of discussions on a Pacific Coast stage production deal in which he is said to be associated with Lee Shubert.

JACK HOLBROOK, formerly of WDGY, Minneapolis, has joined WGTC, Greenville, N. C., as production manager.

CLIFTON HOWELL, recently of KFWB, Hollywood, has been named program director of KSFO, San Francisco, succeeding Arthur W. Stowe, who resigned to free lance.

LEE KARSON, announcer and copywriter of KOB, Albuquerque, N. M., has resigned to become a sales representative for Electrical Products Inc. Rolf Nielsen, new to radio, and Dixie Storey, formerly of KICA, Clovis, N. M., have joined the KOB continuity department. George Thorne, KOB announcer, has been appointed a colonel on the staff of the Governor of New Mexico.

MARTHA DEANE, conductor of a daily participating program on WOR, Newark, on May 3 celebrated her sixth anniversary on WOR with a special program from 11:15 a.m. to 12 noon. Present in the studio was Frank Conolly, advertising director of the Oakite Co., her first sponsor.

KINGSLEY F. HORTON, sales manager of WEEI, Boston, became the father of a daughter born May 7.

AL NELSON, manager of KPO-KGO, San Francisco, has been commissioned a special police officer, receiving a gold badge. The award was made as an expression of regard by the *San Francisco Chronicle*.

GEORGE J. VOLGER, NBC Hollywood, and Thelma Marie Henderson, will be married in Muscatine, Ia., May 24.

WILLIAM SHAW, graduate of the CBS school for junior executives, Hollywood, has joined the CBS sales staff in San Francisco.

KEN R. DYKE, NBC director of national sales promotion, on May 9 was elected grand president of Alpha Delta Sigma at the annual convention of the national advertising fraternity in Columbia, Mo. Mr. Dyke, an honorary professional member for several years, succeeds Charles Younggreen, executive vice-president of Reincke-Ellis-Younggreen & Finn, Chicago.

GRAYDON WALKER, formerly of McCann-Erickson, New York, has joined Lord & Thomas, New York, as a newspaper and magazine copywriter on the RCA account.

FRANK T. DAVIS, veteran showman, has joined the George Logan Price Radio Transcription Corp., Los Angeles, as national director of sales. Mr. Davis, headquartering in Springfield, Ill., will devote most of his time to field work on accounts.

DICK WESTERKAMP, formerly assistant program director of WCMI, Ashland, Ky., has been promoted to program director, succeeding Mark Williams, resigned. Bob Watson, formerly music director, has been named assistant program director. Bob Wagner, new to radio, has been added to the WCMI announcing staff, along with Mrs. Hermine McClanahan, who will conduct women's programs from the WCMI remote studio at Huntington, W. Va.

E. J. HENDRICKSON has been named sales manager of the Farnsworth division of Farnsworth Television & Radio Corp., Fort Wayne, Ind., according to an announcement by Pierre Boucheron, general sales manager of the company.

ANTON LEADER, for the last two years on the production staff of WMCA, New York, has been advanced to director of production, and Raymond G. Sweeney, formerly of Pedlar & Ryan Agency, has been put in charge of continuity for the station.

ALFRED H. MORTON, NBC vice-president in charge of television, will speak at the national symposium on "Channels of World News and Opinion" June 3 at the Massachusetts Institute of Technology, as part of its Alumni Day program.

JESSE H. BUFFUM, for the last four years in charge of publicity for the Worcester Co. (Mass.) Extension Service, has been named CBS farm reporter for New England. He will handle a daily broadcast from WEEI, Boston, and will supply New England news for Charley Stookey's *Columbia's Country Journal* on the network.

EMIL BRISACHER, head of the San Francisco and Los Angeles advertising firm of Brisacher, Davis & Staff, is in New York and other eastern cities on business. He is due back in San Francisco June 1.

RALPH KENNEDY, technician formerly with KRE, Berkeley Cal., has joined the engineering staff of KQW, San Jose.

HARRY LEROY, announcer, formerly with KFWB, Hollywood, has joined KQW, San Jose, Cal.

JOHN REED KING, CBS announcer, has become the father of a baby girl, Julianne.

ALLAN DUCOVNY, formerly with the George B. Evans Publicity organization, has joined Superman Inc., New York, which produces the *Superman* program, to handle promotion and publicity.

ROBERT McKEE, formerly of WHFC, Cicero, Ill., and previous to that with WCAE and KDKA, has joined the NBC, Chicago, announcing staff.

LYN MURRAY, choral and orchestra director of CBS, has signed his fifth renewal contract with the network, effective in June. Mr. Murray currently is musical director for the *Ellery Queen* program and choral director of the Lucky Strike *Hit Parade*, in addition to numerous sustaining features.

ROY SHIELD, NBC-Chicago music director, who took over the baton on the *Carnation Contented Hour* program after the death of Josef A. Pasternack, will continue to conduct the orchestra indefinitely.

SEARE MORRISON, member of the studio orchestra of KSL, Salt Lake City, recently married Marie Mitchell of the KSL stenographic department.

BORIS MOMIROFF, formerly of WCMI, Ashland, Ky., has joined the engineering staff of WGKV, Charleston, W. Va.

EDWARD KLAUBER, CBS executive vice-president, is recuperating at his home outside Danbury, Conn., following a gallbladder operation which he underwent the last week in April at the Doctors' Hospital, New York.

BERT FERGUSON, program director of WJPR, Greenville, Miss., early in April married Martha E. Smith, of Memphis. Jones P. Talley Jr. has been named chief enginer of WJPR, with Millard Perry as operator.

JAMES E. COX, public relations director of WKY, Oklahoma City, has resigned. He has not announced plans.

EARLE FERGUSON, recently with Courtland D. Ferguson Inc., Washington agency, has joined the sales staff of KLZ, Denver. Reva Startzer, formerly of WHO, Des Moines, has joined the KLZ continuity staff.

HARDY C. HARVEY, formerly of the sales staff of KFJZ, Fort Worth, on May 13 took over as manager of KBST, Big Spring, Tex., TSN and MBS affiliate. Harvey joined KFJZ in 1934 as staff orchestra director, transferring to the sales department a year later. Before joining KFJZ he was a member of the staff orchestra of WBAP, also in Fort Worth.

RALPH KENNEDY, formerly of KRE, Berkeley, Cal., has joined the KQW, San Jose, Cal., engineering division.

HARRY LEROY, formerly of KFWB, Hollywood, has joined the KQW, San Jose, Cal., announcing staff.

DOROTHY RAY STERN, new to radio, has been named traffic head of KTUL, Tulsa. Don O'Brien, formerly of KMBC, Kansas City, has joined the KTUL sports staff, succeeding Vic Rugh, resigned. Carlyle Stevens, of WFBM, Indianapolis, has joined the KTUL production staff, and Beverly O'Dell the continuity department.

HALE BYERS, formerly news editor of WEBC, Duluth, has joined WCCO, Minneapolis.

Disc Negotiations Sought by AFRA

Talent Union Ready to Start Discussions on Compact

LAST-MINUTE changes in the American Federation of Radio Artist's code covering wages and working conditions for performers employed on transcription programs have delayed AFRA's submission of its demands to the transcription industry. As BROADCASTING went to press, AFRA reported that the union's attorneys expect to finish their examination of the terms in time for submission on May 15.

Meanwhile a committee of representatives of leading transcription companies had met in preliminary session at NBC in New York on May 10 and had scheduled a second meeting for May 15 although this was expected to be postponed at least two days following receipt of the union's demands.

Group May Be Permanent

At the first meeting of the group, which it is thought may develop into a permanent trade association, were: William Schudt, Sydney Kaye, Lawrence Lowman and Joseph Ream for CBS; Lloyd Egner, John McDonald and Reginald Thomas for NBC; Jerry King for Standard; Charles Gaines for WBS and C. O. Langlois for Langlois & Wentworth. T. E. Streibert of WOR-Mutual was unable to attend the session, but will represent his company at future meetings.

AFRA hopes to have the transcription code accepted by mid-June, when the union is to meet with network representatives to work out a renewal of the present agreement covering the employment of actors, singers and announcers on network sustaining programs, Mrs. Holt said. Agreement was signed in August, 1938, and expires this August. The decision of the arbitrators on the wages and conditions for talent employed on Chicago stations is also expected by mid-June, she stated. Reply briefs were due from all parties by May 13 and under the rules of the American Arbitration Assn. the judges should make their decision within the following month.

James Porter, AFRA field representative who recently set up headquarters in Detroit, has had preliminary conferences with a number of broadcasters in that city, Mrs. Holt reported, but no negotiations have been started. WXYZ is the only Detroit station to have an AFRA contract at present. Porter is making an inspection trip to Cincinnati and St. Louis, but will return to Detroit shortly, she said. Negotiations with WBT, Charlotte, and WJSV, Washington, begun by Porter earlier in the spring before his transfer to Detroit, have been completed and the contracts are all ready to be signed by these CBS owned and operated stations, Mrs. Holt stated.

The AFRA national convention will be held in Denver, Aug. 28-31, it has been announced, and a local committee in that city is making arrangements.

WAPO, Chattanooga, has named Headley-Reed as national representative, effective May 8.

Dispute Over Off-the-Line Fee To Bring Change in AFRA Code

California Radio System Protests Rebroadcast Charges as Code Interpretations Vary Widely

COMPLAINTS against the recent action of the American Federation of Radio Artists in insisting on payment of rebroadcast fees to talent employed on network programs recorded off-the-line for rebroadcast elsewhere, have revealed a number of widely divergent interpretations of the recordings section of the AFRA Code of Fair Practice covering network commercial programs. The one point of entire agreement between AFRA, the networks and the advertising agencies is that this section shall be completely rewritten when the agreement comes up for renewal next February.

California Case

Protests first arose last month when the plan of Blackett-Sample-Hummert to place off-the-line recordings of *Easy Aces, Backstage Wife, Young Widder Brown* and another serial network program on the California Radio System was dropped after AFRA notified the agency it would have to pay a rebroadcast fee to each actor on the programs [BROADCASTING, April 15]. Sponsors on both CRS and NBC were to be the same, American Home Products and Sterling Products.

Although local programs were substituted on CRS, this independent regional network argues that it suffered a loss in audience by being deprived of the right to broadcast these nationally popular programs. Furthermore, CRS says that since AFRA permits several network programs to be rebroadcast on the Pacific Coast regional groups affiliated with the originating networks at later hours without levying the rebroadcast fees, the union is discriminating against CRS and other independent regionals in favor of the national networks. AFRA denies any favoritism, but maintains its insistence that its members shall be paid all fees to which they are entitled under the Code of Fair Practice.

Here is the pertinent section of the code.

> Recordings: Off the line recordings may be made and used only by the original sponsor or his affiliated companies. They must be used without extra fees to the performer under the following conditions:
>
> (a) Providing that such recordings are not broadcast on any major station in the city of origination; or broadcast to a network from the city of origination; or broadcast to any network providing national facilities; and providing further that such recordings are to be used once only for the original sponsor and are not broadcast on any major station affiliated with NBC, CBS or MBS in New York, Chicago, San Francisco, Hollywood or Los Angeles. Further providing, however, that this latter restriction shall not apply if recordings are made by network stations for later broadcasts only on that station because of unavailability of facilities at time of live broadcast, and such operations are billed to the sponsor as a network operation without recording charges;
>
> If off-the-line recordings are made and broadcast, except under the provisions outlined above, the performer shall be paid not less than the rebroadcast fee for such recording broadcast, unless he has already been paid a fee for a live rebroadcast.

Interpretation of CRS—and also of the agency at the time it originally planned to use off-the-line recordings of NBC programs on CRS, although the agency has accepted the AFRA ruling for the present—is that this section restricts such rebroadcasts only in the cities mentioned. AFRA's interpretation is that the rebroadcast fee is for an additional use of the performer's services, regardless of whether he actually repeats his performance, and that any use outside of the original network is an additional use.

Held Unavailable

In answer to specific charges concerning two Procter & Gamble programs, *Guiding Light* and *Against the Storm*, broadcast live on NBC-Red and repeated on the Pacific Coast Red Network at a later hour via off-the-line recordings without any rebroadcast fee, AFRA states that at the time these programs are broadcast on the network (11:30 a.m. to noon, EDST) the West Coast stations are carrying local commercials and are hence "unavailable".

NBC's interpretation is that the original broadcast reaches the Coast at such an early hour (7:30-8 a.m. PST) as to be completely undesirable for that type of program and so to be technically "unavailable".

Both AFRA and the national networks agree that the section in the code is designed to protect the rights of the performer without injuring the rights of the advertiser and that to make the latter pay an extra fee to secure a full network would be unfair to him, whereas to permit him to make use of off-the-line recordings of a network broadcast on as many additional stations as he pleases on a spot basis would be unfair to the performer.

Cites Discrepancy

Asked why *David Harum* on NBC-Red was recorded in New York and shipped west for broadcasting on CRS without any request from AFRA for rebroadcast fees until May 3, when the program was discontinued on CRS, and why similar recordings of *Backstage Wife*, also originally on NBC-Red, are still being broadcast on TSN without any such fee, AFRA replied it had requested the rebroadcast fee for *David Harum* talent as soon as it learned of the additional use and that the case of *Backstage Wife* had not previously been brought to its attention, but it would be investigated and if a rebroadcast fee were justified one would be requested. AFRA pointed out that where the talent is paid for the original broadcast a salary exceeding the total minimum fee for a broadcast and a rebroadcast, as is frequently the case, no rebroadcast fee is charged.

CBS Summer Programs To Feature Name Talent

CBS is completing plans for a group of programs featuring radio, film and stage stars to start in mid-July and run throughout the summer. W. B. Lewis, CBS vice-president in charge of programs, has been on the West Coast several weeks lining up talent and was to return to New York about May 15 to sign final contracts. It is understood the series will consist of 12 half-hour and two full-hour programs, probably under the direction of George Faulkner in New York and Charles Vanda on the West Coast. Title for the series has not yet been selected.

Tentative lineup includes dramatic programs featuring Walter Huston, Edna May Oliver, Frederic March and Florence Eldredge; special news program with Elmer Davis; Joe Cook and Jimmy Durante in a musical minstrel show, and Paul Robeson and Eddie Green in a Negro musical program.

FCC Takes Legal Action On Two Illicit Stations

FOLLOWING investigation by its inspectors, the FCC in early May secured prosecution of one person charged with operating an unlicensed radio station and moved toward legal action in a similar case, also in the New York area. Indicted for violating Sections 301 and 318 of the Communications Act of 1934, Edward Mathes on May 6 pleaded guilty to charges of operating an unlicensed station and operating a station without an operator's license, and was given a suspended sentence and six-month probation by the U. S. Court for the Eastern District of New York, according to the FCC.

$ WPEN's 920 spot on the dial in eager-to-buy Philadelphia has Sales Appeal. That's the spot where sponsors, national and local, know they unfailingly get magnificent returns . . . whether in English, Italian, Jewish or Polish.

$ Yes, WPEN's Sales Appeal is synonymous with Sponsor Appeal. And we've proved it!

WPEN PHILA. 1000 WATTS

Boston Herald

"Don't mind John—he's just listening to a fight broadcast."

STATIONS JOIN RADIO FESTIVAL

National Participation Indicated as Plans For Promotion Campaign Advance

HAILED as a remedy for the industry's growing pains through prompting cooperation among stations throughout the country, interest in the NAB-sponsored Radio Festival continues to rise, with indications pointing to industry participation on a national scale [BROADCASTING, May 1]. In most multi-station cities, individual stations are planning concurrent observation with open houses and special promotions, centering around the NAB offer of a national prize of $100 for the best schoolchild essay on "The American System of Broadcasting—Why It Is Best for Americans". The June 3-8 week has been designated for National Radio Festival through official civic or State proclamation in many localities.

Among stations announcing their coming participation in the event, in addition to those previously listed in BROADCASTING, are KVOS, Bellingham, Wash.; WBT and WSOC, Charlotte, WPTF, Raleigh, and WDNC, Durham, N. C.; WJTN, Jamestown, N. Y.; KWEW, Hobbs, and KGFL, Roswell, N. M.; WOR, Newark; WTAD, Quincy, Ill.; and WBAX, Wilkes-Barre, Pa. Kansas stations will observe the event on a state-wide basis the week of May 20 backed by a proclamation by Gov. Payne Ratner.

WBIG, Greensboro, was the first station to observe the Radio Festival, completing its open-house week May 4. During the celebration the Greensboro public schools presented 12 programs, with other programs from schools in eight neighboring counties as well as from North Carolina U, Woman's College of North Carolina U, Greensboro College, A. & T. College, Lutheran Emanuel College, Bennett College and Guilford College. A second early observance was by WDAN, Danville, Ill., which held its celebration the first week in May. A special WDAN schedule featured audience participations, interviews and quiz programs with local merchants cooperating in promoting the event on their sponsored programs and with window decorations.

Dutch Garden

AT 12:06 a.m., May 10, WCKY, Cincinnati, broke into the dance remote of Jack Coffey's orchestra with its first news flash on Germany's invasion of Holland. Resuming the pickup from the Hotel Gibson Rathskeller, WCKY switched Mack into Coffey's version of "In An Old Dutch Garden", with the vocalist describing the peaceful "heaven-in-a-pair-of-wooden-shoes" atmosphere of the Netherlands.

Conti Adds Chicago

CONTI PRODUCTS Co., New York, in addition to its campaign of daily spot announcements on six New York stations for Conti soap, on May 6 started seven spots weekly on WJJD, Chicago. Bermingham, Castleman & Pierce, New York, is agency.

NAB Preparing Plans to Participate In Annual AFA Convention at Chicago

PRELIMINARY plans for the broadcasting industry's participation in the American Federation of Advertisers convention have been perfected by the NAB sales managers division, of which William R. Cline, commercial manager of WLS, Chicago, is chairman. The convention is scheduled for June 23-27 at the Hotel Sherman, Chicago.

The NAB commercial section will hold morning panel sessions June 24 and 25, with one meeting open to AFA delegates, at which current sales and advertising problems affecting the industry will be discussed. Ed Kirby, NAB public relations director, and Sam Henry, of the Bureau of Radio Advertising, are expected to outline the progress of the bureau. The proposed agenda includes discussions of the so-called unit plan for measuring radio advertising volume, dealer-cooperative advertising, cash discounts, the commercial section of the NAB code and the consumer movement.

Retailers' Session

NAB is planning an entertainment program June 25. Radio personalities are being lined up to participate in the "Broadcasters' Night" program. Tentative arrangements include origination of the regular Tuesday night CBS *Professor Quiz* program from the convention, and an appearance by Don McNeill and his NBC *Breakfast Club* troupe, as well as other features from Chicago member stations.

The NAB has been invited to cooperate in presenting another "Radio for Retailers" discussion at the National Retail Dry Goods Assn. convention, to be held in Chicago June 17-20. The exact date of the radio session has not been set. Joseph E. Hanson, manager of the sales promotion division of NRDGA, and Mr. Henry are arranging details. Representative speakers from both the radio and retail field are to be invited to participate in discussions of department store radio problems and retail radio advertising generally.

Recent RCA Progress In Radio to Be Shown At World's Fair Exhibit

TELEVISION again is playing the feature role in RCA participation in the New York World's Fair, which reopened May 11, with RCA providing the most comprehensive demonstration of visual broadcasting ever presented in the United States. With television given an increasingly prominent place in the enlarged and revamped RCA Exhibit Bldg. at the Fair, other RCA developments exhibited include the first public showing of a new high-speed radio facsimile system, an actual radio assembly line, a working demonstration of international radio communications, a model of the new electron microscope and a music lounge where request programs of recorded music may be heard by Fair visitors.

Special television programs originating in the exhibit are relayed to the NBC television transmitter atop the Empire State Bldg., with RCA-NBC engineers using recently developed mobile television pickup equipment to pick up other programs around the exposition grounds. Foreseeing an increased interest in television over last year —when more than 5,000,000 persons witnessed demonstrations in the RCA Bldg.—a complete new section has been added to the building, almost doubling the space. The enlarged building will accommodate a 10-room television suite, with each air-conditioned room containing a video receiver and seats for 10 guests.

Television pickups have been arranged from two locations in the landscaped gardens outside the building as well as from an indoor studio. The popular audience participation programs which were the hit of last season's features are being continued on a more elaborate scale. A radio receiver assembly line has been installed to turn out one of the RCA Little Nipper receivers every four minutes. After watching a set take shape, any visitor wishing to do so can buy the finished receiver he has seen built. Latest developments in RCA high-speed facsimile are being shown to the public for the first time through a special "newspaper of the air", written and edited by the *New York Herald Tribune*, which is issued several times daily.

WSNJ Wins Suit

WSNJ, Bridgeton, N. J., received a favorable jury verdict May 8 for $1,101, from Latimer Baking Co., Wildwood, N. J., growing out of a breach of contract action over a schedule of spot announcements. WSNJ sued for failure to pay.

1939 Annual Advertising Award

MAPS

VIGOROUS COPY THAT TELLS YOUR STORY BRIEFLY

LATEST DATA FROM ACCEPTED SOURCES ACCURATELY COMPILED

NO COPYRIGHT FEE

WALTER P. BURN & ASSOCIATES, INC.

7 W. 44TH ST. NEW YORK, N. Y.

"Research Achievement"

WOL

WASHINGTON, D. C.

1,000 Watts DAY & NIGHT

Affiliated With the Mutual Broadcasting System

1230 KC.

KFRU

COLUMBIA, MISSOURI

A kilowatt of power on 630 kc. daytime with 500 watts at night.

A Sales Message over KFRU Covers the Heart of Missouri

Districts to Fill NAB Directorate

Automatic Net Membership to Be Voted on at Meetings

TO ELECT new directors of the NAB, meetings will be held in eight districts during June and July, under by-law requirements.

While only tentative dates have been set for several of the sessions, broadcasters will elect eight of the 17 NAB district directors. Directors-at-large, two each representing large stations, medium stations and small stations, will be nominated and elected at the NAB Convention in San Francisco Aug. 4-7.

In addition, the membership will be called upon to vote on a change in by-laws, whereby each of the networks (NBC, CBS and MBS) automatically would be entitled to board membership, increasing the size of the board from 23 to 26.

Expiring Terms

Directors whose terms expire this year, and whose successors will be elected at the district meetings, are Harry C. Wilder, WSYR, Syracuse (District 2, New York); John A. Kennedy, WCHS, Charleston, W. Va. (District 4, D. C., Maryland, North Carolina, South Carolina, Virginia, West Virginia); Edwin W. Craig, WSM, Nashville (Distric 6, Arkansas, Louisiana, Mississippi, Tennessee); John E. Fetzer, WKZO, Kalamazoo (District 8, Indiana, Michigan); John J. Gillin, WOW, Omaha (District 10, Iowa, Missouri, Nebraska); Herb Hollister, KANS-KFBI. Wichita (District 12, Kansas, Oklahoma); Eugene O'Fallon, KFEL, Denver (District 14, Colorado, Idaho, Utah, Wyoming, Montana); Donald W. Thornburgh, KNX, Los Angeles (District 16, Arizona, New Mexico and Southern California).

District meetings already set are Greensboro, N. C., June 1-2 for District 4; St. Louis, June 8 for District 10; Wichita, June 10 for District 12, and Salt Lake City, June 12 for District 14.

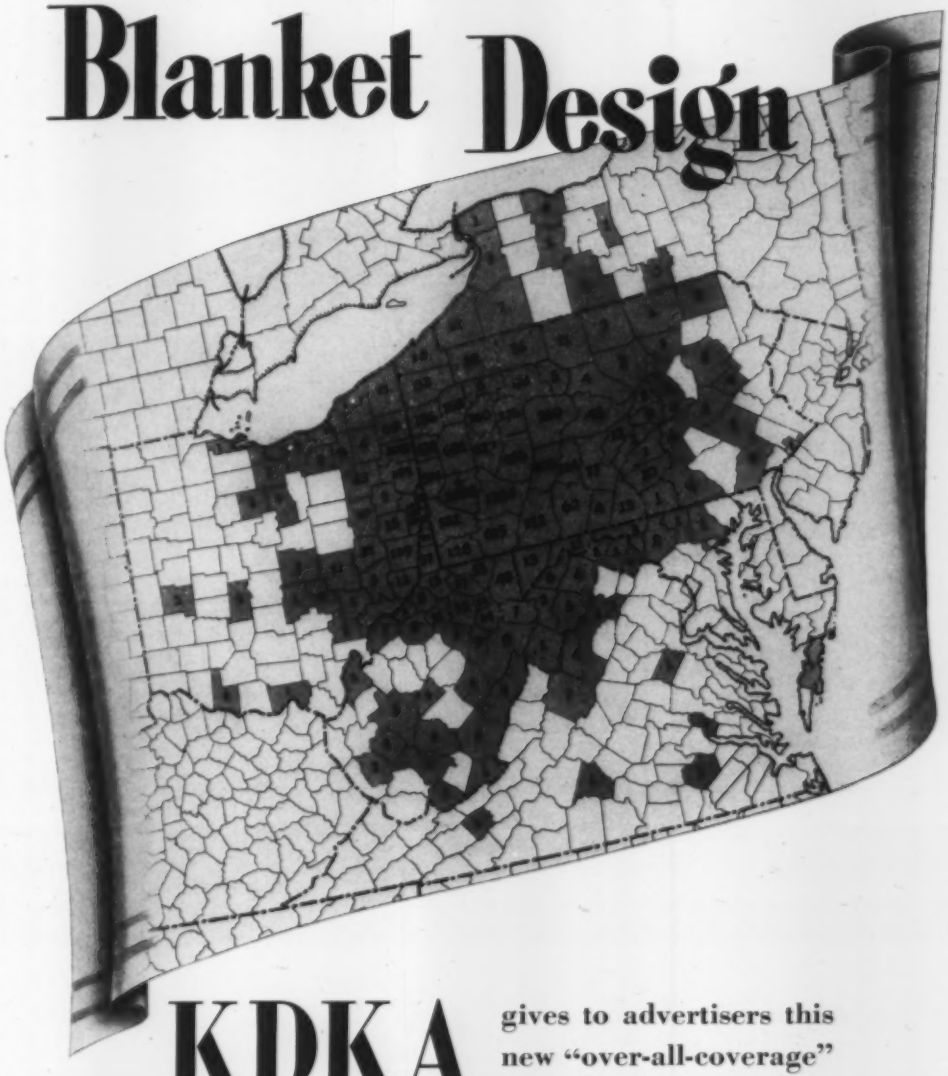
Chairman James Lawrence Fly, of the FCC, is tentatively scheduled to address the district meeting at Greensboro June 1, upon invitation of Director Kennedy. Carl Haverlin, station relations director of Broadcast Music Inc., plans to attend each district session and explain the status of BMI operations. Members of the NAB headquarters staff, including President Neville Miller, are expected to be present at the meetings.

Aside from the directorship elections and the BMI discussions, consideration of code problems is expected to share district meeting discussions, along with the whole copyright problem. Many questions have arisen regarding enforcement of code provisions and it is likely that special consideration will be given the question.

Fruit Juice Spots

CALIFORNIA PACKING Corp., San Francisco (canned food), on May 7 launched an intensive spot campaign over a large list of stations for its pineapple juice. One-minute dramatized transcribed announcements are being used twice daily, six times a week. The business was placed through McCann-Erickson, San Francisco.

Blanket Design



KDKA gives to advertisers this new "over-all-coverage" blanket design . . . a pattern resulting from combining the following elements . . .

A sponsor's *one-time* offer . . . and the resulting 12,554 pieces of mail . . . from a total of 1152 towns in 164 counties . . . in eleven states.

70% of all this mail came from 468 towns within a 50-mile radius of Pittsburgh.

• *The outstanding element of design in this new KDKA blanket coverage pattern is Allegheny County (Metropolitan Pittsburgh) . . . this one county produced approximately 25% of the total mail brought in.*

WESTINGHOUSE KDKA PITTSBURGH 50,000 WATTS

Represented Nationally by NBC SPOT Sales Offices

NEW YORK · CHICAGO · SAN FRANCISCO · BOSTON · CLEVELAND · DETROIT · HOLLYWOOD · PITTSBURGH

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY and CHAMBERS
Radio Engineers
National Press Bldg. Nat. 4048
Washington, D. C.

There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

PAGE & DAVIS
Consulting Radio Engineers
Munsey Bldg. District 8456
Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

A. EARL CULLUM, JR.
Consulting Radio Engineer
Highland Park Village
Dallas, Texas

Martin V. Kiebert, Jr.
Consulting Radio Engineer
associated with Jansky & Bailey
Russ Bldg., San Francisco, Cal.

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N. Y.

CLIFFORD YEWDALL
Empire State Bdg.
NEW YORK CITY
An Accounting Service
Particularly Adapted to Radio

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
7134 Main Street
KANSAS CITY, MO.

INDUSTRIAL & ARCHITECTURAL DESIGN
LYNN BRODTON
STYLING ENGINEER
TELEPHONE 928 COLLINGSWOOD, N. J.

Advertise in BROADCASTING for Results!

Davis & Thompson
Incorporated
1647 Union Commerce Building
Cleveland, Ohio
Telephone—Main 2685

Appraisal *Financing*

Smith Davis *Chester A. Thompson*

'News Reel' Formed

RADIO NEWS REEL, company processing news for semi-weekly recording releases to stations, has been organized by Donald Flamm, owner of WMCA, New York, and Victor Dalton, owner of KMTR, Hollywood, as a result of independent work for the past year by both stations. Main offices will be located at the two stations. A fleet of mobile unit trucks throughout the country will gather material, then send it to Hollywood for processing into two weekly quarter-hour programs, according to the organizers. Some 55 stations already are subscribers, it was said.

John J. Long, Jr.

JOHN J. LONG, Jr., technical supervisor of WHAM, Rochester, N. Y., was killed instantly May 9 when his car struck a bridge girder. In the same car was Bob Hemings, WHAM staff pianist, now in a critical condition in a Rochester hospital. Mr. Long had been associated with WHAM since 1927, after entering professional radio in 1922. He is survived by his wife, two sons and a daughter.

Albert C. Ferguson

ALBERT CHARLES FERGUSON, 57, character actor known to radio since 1934 as "Grandpa Jitters" on the *Iowa Barn Dance Frolic* of WHO, Des Moines, died May 9 of cancer. He made his last radio and stage appearance on WHO on March 23, and since then had been confined to bed at home and in the hospital. Not married, Mr. Ferguson is survived by his mother, Amelia Wainwright, former actress, and one brother. Well-known in the theatre, his early associates included Lillian Russell, Weber & Fields, McIntyre & Heath, Buster Keaton and others.

Swift Sales Meeting

SWIFT & Co., Chicago, on May 18 only will broadcast a special program titled *Sales Meeting of the Air* on 46 MBS stations from 10 to 10:15 a. m., with delayed broadcast by recording on five stations. The program, originating from WGN, Chicago, is in the interests of Prem, and will feature a regular sales meeting of Swift salesmen. Agency in charge is J. Walter Thompson Co., Chicago.

CLASSIFIED *Advertisements*

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. **Bold face** listings, double. **BOLD FACE CAPS**, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close 10th and 25th of month preceding issues.

Help Wanted

Wanted—Engineer with investment in a good new station. Box A805, BROADCASTING.

Employees—Let us help you get a position through our National Radio Employment Bureau. Paramount Distributors, Box 864, Denver, Colo.

Announcer-writer—with ideas, experience, executive ability for 5 KW NBC affiliate Western city fifty thousand. Straight announcing-writing at nominal salary to start but opportunity offered right man advance to administrative position within six months. Write fully, give all radio positions held, dates, salary, duties, references. Box A809, BROADCASTING.

Experienced Announcer—minimum of two years with network affiliate. Duties will include continuity writing and production. Only a well qualified man of excellent character, willing to present himself for personal interview need apply. Station WIS, Columbia, South Carolina.

Two announcers—with First Class Radiotelephone licenses. This does not mean engineers who also announce. State full details including salary first letter also availability of voice recording. Box A818, BROADCASTING.

Situations Wanted

Commercial Manager—small-power station desires change. Over 5 years radio experience. Box A813, BROADCASTING.

Program Manager—qualifications submitted on request. Radio experience over 4 years. Now employed. Box A812, BROADCASTING.

Station Owner—Why lose money? Experienced manager can produce profits. Available now. Box A807, BROADCASTING.

Announcer-Newscaster—young, willing, personality. Anxious to start from bottom. Unexperienced, but have two years training in radio work. Will go anywhere. Excellent references. Box A806, BROADCASTING.

Efficient engineer—eight years experience studio-transmitter-recording. RCA, Collins and WE equipment. Desires connection with progressive station seeking reliable man. Box A817, BROADCASTING.

Situations Wanted (Continued)

To manage branch studio in midwest city over 10,000. Married man, 26, 8 years successful experience. Best recommendations. Accept responsibility for additional personnel. Now employed. Box A814, BROADCASTING.

Good commercial announcer—now writing, producing highly successful one man show. Many practical talents, ideas, for your station. Knows sales, merchandising. Reliable. Box A811, BROADCASTING.

Chief Engineer—May I have the opportunity to present my qualifications. Exceptional experience. If you need a Chief Engineer it will pay you to investigate. Box A804, BROADCASTING.

Employers—We have experienced radio employees in every section of the United States. Let us submit summaries of qualified applicants whose references have been verified. No cost to you through National Radio Employment Bureau. Box 864, Denver, Colo.

Station Executive Available—With ten years successful record as General Manager in the development and operation of popular radio network station, news commentator, publicity manager, capable of direct supervision of all departments. Saleswoman of ability, excellent background, wide acquaintance in the national field. Want to manage run down or newly located station, anywhere. Reasonable salary, stock in company or commission on business. Age 40 years, college woman, references. Address Box A815, BROADCASTING.

Wanted to Buy

Two used standard 33 1/3 and 78 RPM turntables. Box A810, BROADCASTING.

For Sale

RCA Field Intensity Meter TMV No. 21A. Cost new around $1000. No reasonable offer will be refused. Box A816, BROADCASTING.

One Type GR 732 Distortion and Noise Meter and one Type GR 733-A Oscillator. Both in perfect condition. Cost new $307.00. Will sell at once for $150.00. Box A808, BROADCASTING.

Marlo, Gutman Named to BMI Posts; New Selections Given Good Reception

APPOINTMENT of George Marlo as professional manager of Broadcast Music Inc., Arthur H. Gutman as director of arrangements and publication and Charles E. Lawrence as comptroller, has been announced by Merritt E. Tompkins, BMI's vice-president and general manager.

Mr. Marlo, who was recently elected president of the newly-organized Music Publishers Contact Employes Union, an AFL affiliate, was formerly manager of Crawford Music Corp.

Starting with DeSylva, Brown & Henderson in 1928, Mr. Marlo in 1930 organized his own publishing house, Marlo Music. After several years with Warner Bros. in charge of the Remick catalog, he revived Marlo Music in 1936 and in 1937 sold it to the Dreyfuss interests, joining them in charge of Chappell Music Co. and continuing with them in various capacities until the present.

Numbers Well Received

Mr. Gutman, for the last four years director of arrangements and copyrights for the New York AFM Local (802) was previously with Crawford Music Co. and Irving Berlin Inc., where he arranged many of the Berlin hit tunes. He is also recognized as a serious composer, his works having been performed by symphony orchestras in Philadelphia, Pittsburgh, Boston, Hartford and Albany.

Mr. Gutman has been placed in charge of the new BMI branch office at 23 W. 47 St., New York, which is devoted to sheet music sales. Joseph Ross, formerly with M. Witmark & Sons, has joined BMI as Mr. Gutman's assistant and will contact dealers in sheet music. BMI reports that more than half the country's leading jobbers have ordered copies of the first five BMI numbers and that reorders for some of the tunes have been received already.

Mr. Lawrence, who has been engaged in accounting for 20 years, has been with American Home Products Corp. since 1932 and general manager since 1937. Previously he was with Merritt-Chapman & Scott Corp. and with Franklin Baker Co.

BMI's acquisition of the M. M. Cole catalog [BROADCASTING, May 1] has evoked an enthusiastic response from all classes of broadcasters, whether operators of low-powered independents or network executives, according to Mr. Tompkins, who said that negotiations for several additional catalogs are proceeding satisfactorily, although they have not reached the signing stage. A number of songs written by Frank Luther, network singer, have been acquired by BMI, including "Our Old Friend Will", written in memory of Will Rogers. By agreement between BMI and Mr. Luther, all proceeds from the sale of this number will go to the Will Rogers Memorial Fund.

Used on Yankee

The first releases of BMI tunes have been well received by the broadcasting industry, BMI states, and are being used frequently by bands and singers on both network and local programs. A letter received from John Shepard 3d, president of Yankee Network, states that "we are going to require each remote pickup to play a minimum of one BMI number every broadcast . . . This policy will start three or four days after we receive the music for these remotes." Mr. Shepard continues that when there are a sufficient number of BMI selections his idea is to raise the minimum requirement to two BMI tunes on each remote, and "thus gradually accustom our remote orchestras to play BMI music, and, of course, acquaint our listeners with it."

The various transcription library services have recorded the first BMI releases and are including them in their current issues, insuring further widespread exploitation of these numbers. Two of BMI's first five numbers have also been recorded on phonograph records by Columbia Recording Corp., CBS subsidiary.

'BETTY AND BOB' ON LOCAL DISCS

TRANSCRIBED version of *Betty & Bob*, daytime serial program sponsored by General Mills for eight years on national networks, is being recorded by NBC's Radio Recording division and will be offered to advertisers for local and regional sponsorship.

Deal was made under a royalty agreement with General Mills, which owns the program, and C. D. Morris Associates, producers of the show for General Mills, which will continue to produce it for NBC. Same writer and director will be used and Arlene Francis continues as *Betty*. NBC is recording 130 episodes to start, enough for 26 weeks on a five-a-week basis.

Under the agreement with General Mills, sponsorship is restricted to companies outside the flour and breakfast food fields, or to firms not competing with General Mills. Milton Cross, announcer for the program, will also record commercials for the sponsors at a nominal fee, if desired. To aid stations and agencies in selling the program, NBC has prepared a presentation record, containing an introduction to the cast.

A departure from custom is the recording of the theme and opening announcement on separate records from the program themselves, with three themes being used so the stations can vary them as desired. The separate recordings for theme and program are said to make it easier for the station to comply with the NAB code provisions regarding length of commercial copy. If the programs should be broadcast in the evening the theme may be faded out earlier, thus avoiding an over-lengthy musical period between announcement and program. Theme is recorded by a 12-piece band.

Ru-Ex Using 15

RU-EX Co., Chicago (proprietary), has started a varying schedule of four and five spot announcements weekly in 15 markets as a test campaign. Contracts are of undetermined length. Guenther-Bradford & Co., Chicago is agency.

IT WAS all smiles for this group when the Southern California Pontiac Dealers, Los Angeles, on April 29 started the five-weekly 1½-hour re-creations of major league baseball games on KMPC, Beverley Hills, Cal., in 22-week campaign. Associated with the series are (l to r) Rob Reynolds, KMPC sales manager; A. M. Sanders, Los Angeles Pontiac zone manager, and F. A. (Bud) Berend, newly-appointed West Coast manager of McManus, John & Adams, Los Angeles agency. Hal Berger re-creates games. An extensive promotional campaign has been launched, including motion picture trailers, window and dealer card displays, newspapers.

W. G. H. FINCH, president of Finch Telecommunications, on May 10 gave a demonstration of FM facsimile multiplexing at the annual exhibition of Progress in Modern Technology at New York University.

CANTOR REPLACING FRED ALLEN SERIES

BRISTOL-MYERS Co., New York, on May 10 signed a contract with Eddie Cantor for him to star in a half-hour porgram for Ipana and Sal Hepatica, replacing the *Town Hall Tonight* series which Fred Allen has broadcast for six years.

According to J. M. Allen, in charge of Bristol-Myers advertising for Sal Hepatica, Vitalis, Minit-Rub and Rubberset brushes, Cantor's 39-week contract calls for payment of base salary plus a bonus if the program's average rating for the 39 weeks exceeds a figure agreed upon by the artist and the sponsor. Mr. Allen declined to reveal further details of the arrangement, which is an innovation in artist-sponsor contracts.

The Fred Allen program signs off June 26 to be followed July 3 by two summer replacements, Abbott & Costello for Ipana and Sal Hepatica, 9-9:30 and *Mr. District Attorney* for Vitalis, 9:30-10. Abbott & Costello have been heard on the *Kate Smith Hour* and *Mr. District Attorney* has been on NBC-Red, Thursday, 8-8:30 p. m.

Young & Rubicam is the Ipana and Sal Hepatica agency. Pedlar & Ryan handles Vitalis.

No announcement of future plans has been made by Fred Allen, but several sponsors have shown an interest in securing his services, including Texas Co., General Foods Corp. (Postum), and American Cigar & Cigarette Co. (Pall Malls).

WENY

ELMIRA, N. Y.

announces

We wish to announce termination of the operation of the Elmira studios of Radio Station WESG, which have been sponsored by the Elmira Star-Gazette, Inc., since 1932, through arrangement with Cornell University at Ithaca, licensee of WESG.

On and after June 3, 1940, operation of WESG will be confined to Ithaca, by Cornell University, where its transmitter is located.

Station WENY, owned and operated by the Elmira Star-Gazette, Inc., licensed to broadcast full time, 250 W power, 1200 kc, will be continued from its studios in the Mark Twain Hotel, Elmira, by this company. WENY thus becomes the only radio station with Elmira identification. Its Elmira transmitter and studios will continue to serve listeners throughout the Southern Tier of New York and the Northern Tier of Pennsylvania, its full time signal originating in the very heart of the Elmira market. WENY is affiliated with the Mutual Broadcasting System.

Advertisers now using WESG from its Elmira studios, may, at their option, continue present schedules to completion. However, if desired, such accounts may be transferred to WENY at earned WESG discounts as applicable to the WENY rates.

Dale L. Taylor, radio department manager, will continue as such, for WENY in Elmira.

J. P. McKinney & Son, 30 Rockefeller Plaza, New York, will continue as representatives in the general advertising field.

WENY ELMIRA, N. Y.

(ELMIRA STAR-GAZETTE, INC.)

J. T. Calkins, General Manager

DOUGLAS

21-PASSENGER PLANES

Chicago and Southern offers you quick access to every important city in the Midwest and South — in the greatest comfort, security and luxury now available in modern transportation. This great new fleet of famous Douglas DC-3's has been made possible by the ever mounting popularity of the services offered by Chicago & Southern. Thousands of travelers have saved time and money flying "The Valley Level Route" on both business and pleasure — thousands more will do so, faster, and in greater comfort, during the years to come.

LOW AIR TRAVEL FARES

Washington-New Orleans	**$61.65**
New York-St. Louis	**53.50**
Memphis-New Orleans	**19.76**
New Orleans-St. Louis	**33.69**
Chicago-Tampa	**69.03**

10% reduction on round trips

IT PAYS TO FLY
CHICAGO AND SOUTHERN
Air Lines

STEWARDESS SERVICE ON ALL FLIGHTS

Serutan on West Coast

HEALTHAIDS Inc., Jersey City (Serutan), in its campaign of programs and spot announcements, has revised the list of West Coast stations being used, and on April 29 started, for 52 weeks, sponsoring *Serutan News* with Norman Nesbitt, commentator, on six Pacific Coast Don Lee network stations (KHJ KGB KFRC KOL KMO KALE), Saturdays and Sundays, 9-9:15 p.m. Firm is also using the thrice-weekly quarter-hour transcribed song and patter program featuring Norman Brokenshire on the same group of stations, Monday, Wednesday, Friday, 6:45-7 p.m. In addition a thrice-weekly quarter-hour transcribed series featuring Victor H. Lindlahr in health talks is being sponsored on KHJ and KFRC. Agency is Austin & Spector Co., New York.

Quiz for Calumet

GENERAL FOODS SALES Co., New York (Calumet Baking Powder), on May 13 inaugurated a series of six-weekly quarter-hour quiz programs titled *What Do You Think?* on WGN, Chicago. Alan Scott conducts the 12:15-12:30 p.m. broadcasts, scheduled for 13 weeks. Aimed primarily at women, prizes ranging from $1 to $5 will be awarded to women in the studio audience who answer questions correctly. Young & Rubicam, New York, handles the account.

Manhattan Soap's Sale

MANHATTAN SOAP Co., New York, from April 30 through June 1 is promoting a one-cent sale for Sweetheart soap using announcements on the transcribed *Jack Berch* series and live spots on Eastern stations from Washington, D. C. to Maine. The offer is a cake of soap for one cent with every three purchased at the regular price. Franklin Bruck Adv. Corp., New York, is agency.

ART CROGHAN, since last September sales manager of WJBK, Detroit, has become a stockholder in the station, according to James F. Hopkins, manager and chief owner. The amount of his stockholdings was not divulged. Before joining WJBK, Croghan was with WDGY, Minneapolis, and KWK, St. Louis.

ANGELO PALANGE, radio director of Campbell-Lampee, New York, and a former announcer, is announcing and directing an all-night program of recorded music on WHOM, Jersey City, from 12 midnight to 7 a.m. Mondays through Saturdays.

A PARTY for WPEN's *Women's Service Club*, held recently by the Philadelphia station, was attended by over 700 and was the most successful in the station's history. Local and national firms, most of them WPEN sponsors, participated by offering prizes and setting up exhibits. Guests were greeted by Arthur Simon, WPEN manager, and Stanley Moderski, club announcer, who served as m.c. On the platform are (l to r) Charles Premmac, singing chef; Ida Bailey Allen, home economist; Marion G. Kemp, Philadelphia Electric Co. home economist; Edith Thayer Latimer, director of club relations from New York; Mabel Love, director of the club; Stanley Moderski.

Spending $100,000 on KTAR

EXPENDITURE of $100,000 for expansion and improvement of KTAR, Phoenix, was announced May 8 by Dick Lewis, general manager, immediately upon notification that the FCC had approved the station's application for power increase from 1,000 to 5,000 watts fulltime. Mr. Lewis said that actual construction will begin soon and will include construction of a new transmitter building outside of Phoenix, installation of modern equipment and erection of a new directional antenna. Studios will remain in the Heard Bldg.

WOLF ASSOCIATES, New York, is offering sponsors a quarter-hour transcribed serial program *The Matinee Playhouse* for presentation five times weekly. Series, directed by Carlo de Angelo, features dramatizations of well known books, motion pictures and plays.

1000 — STREAMLINED — Watts
(Daytime)

"In the Heart of the Motor Industry"
PONTIAC — — MICHIGAN

New KFI-KECA Newspaper Tieup

Holliway and Evening Daily Adopt Reciprocal Plan

IN A RECIPROCAL agreement worked out by Harrison Holliway, general manager of KFI-KECA, the *Los Angeles Evening Herald-Express*, for the first time in more than two years, on May 6 started using a daily radio column on its radio page. In return KFI, on May 2 started presenting a weekly half-hour dramatic program titled, *When the Presses Roar*, which relates factual experiences of *Herald-Express* reporters, past and present. Don Clark, on the staff of Clarence B. Juneau Agencies, Los Angeles advertising service, is writer-producer of the series which has a cast of Hollywood radio talent. Claude Sweeten and his KFI orchestra, supply original background music.

The daily nine-inch radio column is headed "On the Air with Harold X. Press", and is written by Bernie Smith, publicity director of the two stations. It is announced as an "advertisement" and news is devoted to KFI-KECA and NBC programs. *Herald-Express* is supporting the tieup with an extensive promotional campaign which includes street-car cards, truck banners, news stand placards as well as generous space with photographs in its news columns.

Other Tieups

Holliway in early January negotiated a similar deal with the *Los Angeles News*. Smith writes that column under heading of "Radio Fanfare" and with his byline. In that reciprocal arrangement, Manchester Boddy, publisher of the tabloid newspaper, is doing a series of twice-weekly quarter-hour commentaries on KFI. KHJ, Los Angeles key station of Don Lee Broadcasting System, also has a tieup with the *News*, with Stu Wilson reading the funny section for 15 minutes, six times weekly. In return KHJ gets a one-column cartoon display advertisement on the radio page each day. In addition, the tieup is plugged with considerable space in the regular news sections of the publication, with art layouts included.

CBS and the *Los Angeles Times* have been employing each other's facilities for promotional purposes for almost a year. The newspaper uses spot announcements on KNX, Hollywood, to promote its news features and contests, and reciprocates with a series of two-column advertisements on CBS and KNX special events and outstanding sustaining programs in the Sunday editions. Considerable news space is also devoted to CBS special features. Bill Henry, *Times* columnist, early this year started a weekly quarter-hour commentary program on 14 CBS Pacific Coast stations. The series emanates from KNX, Hollywood, and from its inception has been heavily promoted by both the *Times* and network.

Although NBC, Hollywood, has not made a tieup with a Los Angeles area newspaper, it has been very successful in getting news breaks in practically all the metropolitan publications for special event features.

Orchestra Strike At WPEN Ended By New Contract

Station to Use Smaller Unit; WOV Strike to Be Settled

DIFFERENCES between the management of WPEN, Philadelphia, and Philadelphia Local (77) of AFM, resulting in the Jan. 13 dismissal of the station's staff orchestra [BROADCASTING, Jan. 15], since which date the union has been picketing and WPEN has been operating without musicians, were settled May 10 and the men returned to work May 13.

Negotiations, which had been continued fruitlessly for months previous to the open break, were resumed by Arde Bulova, owner of the station, following his return in mid-March, from Europe. Sympathy strike of the AFM Local 802 in New York against the Bulova station, WOV, is also expected to be settled within the week.

Terms of the settlement, as outlined to BROADCASTING by Arthur Simon, manager of WPEN, call for the full staff orchestra of 12 men, including leader, to resume work at WPEN at a lower scale than before until Sept. 1. After that date the size of the unit will be reduced to eight men, including leader and organist, for one year, at which time a new contract will be negotiated. Men can be used on either sustaining or commercial programs, playing any two hours out of six on duty and any six days out of seven. Station may also lay off the orchestra for four weeks in the summer without pay. No back pay for time while the orchestra was out of WPEN is included in the settlement.

Trouble between WPEN and the AFM dates back several years. The late John Iraci, then owner of the station, entered into a contract whereby WPEN agreed to expend some $42,000 annually for the employment of union musicians. Before the expiration of that contract a national plan for the employment of musicians was negotiated by the AFM national board and a committee representing all nonnetwork stations, which called for each station to spend not less than 5½% of its annual income for musicians.

WPEN's quota under this plan would have been about $12,000, according to the management, but when a compromise was suggested to the union on the basis that WPEN was operating at a loss because of its unduly heavy musical expense, the union rejected it under a provision in the national plan which prohibited any reduction in a station's current expenditures, regardless of how far that sum exceeded the 5½%. The new contract is said to cut WPEN's music costs to $15,000 a year.

Continued failure of station and union to get together on a mutually satisfactory basis resulted in discharge of the AFM men last October, but when the station's other employes, including announcers and engineers, refused to pass the AFM picket lines, WPEN was thrown off the air and rehired the musicians on a week-to-week basis after being silent for a day-and-a-half. When the second break occurred last January, the other employes remained on duty and the station stayed on the air, using recorded music in place of the live musicians.

On Feb. 17 AFM Local 802, in New York, pulled its members from their jobs at WOV, Bulova station in New York, in a sympathy strike ordered by the national office of the union in an attempt to force a settlement at WPEN. This strike is still on, with the musicians picketing the station's studios, but now that the WPEN situation has been ironed out a rapid settlement at WOV is also expected.

New York Laff

"Did you ever see such a voice?"

Emerson Plans

EMERSON RADIO & PHONOGRAPH Corp., New York, has placed its account with Buchanan & Co., New York, and contemplates early use of radio. Emerson last fall sponsored Elliott Roosevelt in a commentary series on MBS.

More Non-Broadcasters File FM Applications

MORE applications from non-broadcasters seeking new FM facilities were noted during the last fortnight in the list of applications filed with the FCC. Included were those of Hughes Products Division of Hughes Tool Co., Los Angeles, headed by Howard Hughes, the round-the-world flier and motion picture producer, asking for stations in Los Angeles and San Francisco, both with 1,000 watts on 43.2 mc. Other non-broadcast applicants were Metropolitan Television Inc., New York, asking 1,000 watts on 117.67 mc., and District Broadcasting Co., Washington, seeking 1,000 on 43.4 mc.

Additional broadcasters filing for FM and facilities sought were: WRVA, Richmond, 1,000 on 43.2; WRTD, Richmond, 1,000 on 43.2; WSOC, Charlotte, 1,000 on 43; WRAL, Raleigh, 1,000 on 43.4; WGH, Newport News, Va., 1,000 on 43; WCOA, Pensacola, 1,000 on 43; WTAR, Norfolk, 1,000 on 43.4; WKBZ, Muskegon, Mich., 1,000 on 43.6; WCLO, Janesville, Wis., 1,000 on 43; WBOW, Terre Haute, 1,000 on 43.2.

The John H. Perry interests, in the name of WJHP, Jacksonville, already an FM applicant, also filed for 1,000-watt outlets, on 43 mc., in Tampa, Tallahassee, Orlando, Miami and West Palm Beach.

Compton Promotions

GILBERT RALSTON, with Compton Adv., New York, since last December, has been named network program manager of the agency. Mr. Ralston formerly was with NBC where he was scriptwriter, producer and in charge of dramatic production in the transcription department. Hal James, a member of Compton's radio department for three years, and previously with J. Walter Thompson Co., New York, has been appointed local program manager of Compton to be in charge of all foreign language programs, baseball broadcasts and spot programs handled by the agency. Storrs Haynes, playwright, actor and summer theatre director, has joined the Compton program staff.

Plough's 'Jamboree'

PLOUGH Inc., Memphis (Mufti Shoe White and Mexican Heat Powder), is sponsoring *Dixie Jamboree*, hillbilly-cowboy variety hour, on a hookup of WMC, Memphis; KARK, Little Rock; KWKH, Shreveport; WSMB, New Orleans. Lake - Spiro - Cohn, Memphis, is agency.

New Equipment Installed By Columbia Recording; Rates Are Standardized

SIX NEW custom-built recording machines, constructed by CBS engineers under supervision of Vincent Leibler, technical director of Columbia Recording Corp., a CBS subsidiary, and I. Rodman, CRC director of engineering and development, have been installed in the New York, Chicago and Hollywood headquarters of CRC's transcription and commercial recording division.

In New York the two additional machines will augment the battery of four present machines which are kept busy by the recent order of CBS to record each of its broadcasts from opening to signoff, for the first time establishing a complete reference file of all programs, both commercial and sustaining.

William A. Schudt Jr., manager of the division, has announced a standardization of rates for the various classifications of transcriptions and commercial recordings, with six rate cards covering the field from commercial records to slide films and transcriptions to be issued shortly. This action will, for the first time, coordinate the rate structures of the division's various branches, Mr. Schudt explained. CRC transcriptions will shortly appear in new cover jackets, designed by Alex Steinweiss, CRC art director. Covers are in two colors, with blue letters on a grey background, the lettering style especially chosen for clearness.

ROAD show of "George White's Scandals", during its run in San Francisco and Oakland, bought announcements and quarter-hour spots presenting the show's stars on KROW, Oakland.

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LEHIGH
VERTICAL
RADIATORS
Lehigh's experienced engineers are constantly improving their towers to meet the increasing demands of modern broadcasting systems. Stations obtain these benefits when they install Lehigh Vertical Radiators.
LEHIGH STRUCTURAL STEEL CO.

Advertisers using recorded programs pick stations using the best available equipment. That's why you need Fairchild Recorders, Amplifiers and Transcription Turntables.
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Sound Equipment Division
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ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION

APRIL 27 TO MAY 13, INCLUSIVE

Decisions . . .

APRIL 29

WEOA, Evansville, Ind.—Granted CP change trans. equip.

TEMPORARY RENEWALS — KFAB, Fairbanks, Alaska; KFDM, Beaumont; WMC, Memphis; WGST, Atlanta; WSM, Nashville; KSUB, Cedar City, Utah; KWJB, Globe, Ariz.; KGBU, Ketchikan, Alaska; KXO, El Centro, Cal.; KTHS, Hot Springs.

APRIL 30

NEW, Neptune Bcstg. Corp., Atlantic City—CP set for hearing 5-16-40.

EXPERIMENTAL GRANTS EXTENDED — WTIC, Hartford; KRLD, Dallas; KTHS, Hot Springs; WBAL, Baltimore; WAPI, Birmingham; KVOO, Tulsa; WWL, New Orleans; KFAB, Lincoln; WBBM, Chicago, all to 8-1-40.

MAY 1

WSLB, Ogdensburg, N. Y.—Granted license new station 1370 kc 250 w unl.

MAY 3

MISCELLANEOUS—KFSD, San Diego, granted intervention applic. Worcester Bcstg. Corp.; NEW, Burlington Bcstg. Co., Burlington, Wis., granted amendment applic. to 1310 kc; WRTD, Richmond, Va., granted continuance hearing on applic. change freq. etc.; WAWZ, Zarepheth, N. J., granted license change equip.; W3XMC, Washington, granted CP move trans.; W2XWE, Albany, N. Y., granted CP move trans.

MAY 4

MISCELLANEOUS — WAGF, Dothan, Ala., granted CP new antenna, move trans.; WBBM, Chicago, granted license new equip.; W1XOJ, Paxton, Mass., granted license 43 mc. 50 kw; WLAP, Lexington, Ky., adopted final order denying CP new trans., antenna, change to 1270 kc 1 kw unl.

MAY 8

KSD, St. Louis—Granted unl. time 550 kc 1-5 kw, applic. 630 kc dismissed.

KFUO, St. Louis—Granted change to 830 kc 1 kw, to sunset Denver.

KXOK, St. Louis—Granted change to 630 kc 5 kw unl. directional.

WGBF, Evansville, Ind.—Granted CP change to 1250 kc 1-5 kw unl. directional.

KFRU, Columbia, Mo. — CP change to 1370 kc 250 w unl.

KWK, St. Louis—Granted petition to reinstate applic. operate unl. 5 kw 1350 kc, granted CP directional antenna, applic. 630 kc set for hearing.

WIOD-WMBF, Miami—Granted CP new equip., directional N & D increase to 5 kw, move trans.

KTAR, Phoenix—Granted CP new trans., directional N & D, increase to 5 kw unl. 620 kc.

KOB, Albuquerque, N. M.—Granted CP change equip., increase to 50 kw unl.

WTAQ, Green Bay, Wis.—Granted mod. CP change directional antenna.

NEW, Lakeland Bcstg. Co., Willmar, Minn.—Applic. CP amended to 1310 kc 100 w unl.

WBAB, Atlantic City—Granted mod. license increase N to 250 w.

WFBL, Syracuse—Granted CP increase N to 5 kw directional.

WMAN, Mansfield, O.—Granted mod. license to 250 w unl.

KORN, Fremont, Neb.—Granted mod. license to 250 w N & D.

WBNY, Buffalo—Granted mod. license re hours, contingent grant of WSVS mod. license.

WSVS, Buffalo—Granted mod. license re hours.

KTOH, Lihue, T. H.—Granted mod. CP increase to 250 w N.

KBKR, Baker, Ore.—Granted mod. license to 250 w unl.

KEEN, Seattle—Granted consent assign license to Evergreen Bcstg. Corp.

WPIT, Pittsburgh—Granted CP move to Hull, Mass., increase to 50 kw.

WRCA, Bound Brook, N. J.—Granted exp. auth. operate with additional 35 kw.

W1XCS, Storrs, Conn. — Granted CP change name to University of Connecticut.

SET FOR HEARING—NEW, Arlington Bcstg. Corp., Arlington, Va., CP 1420 kc 250 w unl.; WHIP, Hammond, Ind., CP change directional antenna, increase to spec. hours, 5 kw 1480 kc.

MISCELLANEOUS — WTAL, Tallahassee, Fla., denied reconsideration of action setting renewal for hearing; WOL, Washington, dismissed rehearing petition in applic. Lawrence Heller for new station in Washington; KGVO, Missoula, Mont., granted dismissal rehearing petition re KHSL, Chico, Cal., applic. increase power etc.; W. F. Huffman, Wisconsin Rapids, granted reconsideration action of 10-24-39 setting for hearing applic. new station 1310 kc 100-250 w unl., and granted applic.; Hazlewood Inc., Orlando, Fla., denied dismissal of applic. Radio Corp. of Orlando for new station 1200 kc; WBHP, Huntsville, Ala., denied WBHP motion dismiss applic. Huntsville Times Co. for new station; Kentucky Bcstg. Corp., Louisville, ordered that order be discharged directing firm to show cause why CP issued to it should not be recalled; KMPC, Los Angeles, withheld CP move trans., increase to 5 kw directional pending approval antenna site; WGPC, Albany, Ga., denied request for hearing on applic. E. D. Rivers Valdosta for CP 1420 kc 100-250 w unl., which was granted without hearing 2-7-40; Caribbean Bcstg. Assn., San Juan, P. R., denied petition to set aside FCC order of 3-12-40 granting applic. Puerto Rico Adv. Co. new station in San Juan 1500 kc 250 w unl.; KSAN, San Francisco, denied rehearing applic. Marysville - Yuba City Bcstrs. to erect new Marysville station 1420 kc 100 w unl., granted without hearing 1-17-40; KFBI, Wichita, granted license for new equip., move trans. etc.; WOLF, Syracuse, granted mod. CP as mod. for new station 1500 kc 100 w unl., granted license; W9XYH, Superior, Wis., granted license high-freq. 43 mc 1 kw experimental; WLWO, Crosley Corp., Mason, O., granted license increase to 50 kw.

MAY 10

NEW, Knoxville Bcstg. Co., Knoxville—Granted dismissal without prejudice applic. CP 1210 kc 250 w unl.

Applications . . .

APRIL 29

W3XMC, Washington—CP move trans.

John Shepard Jr., Boston—Transfer control of Winter Street Corp. (parent of Yankee Network) to John Shepard 3d and Geo. R. Blodgett, trustees of John Shepard 3d and Robert F. Shepard Trusts.

WENJ, Akron—CP new trans.

WLOF, Orlando, Fla.—Mod. CP new station re antenna, trans.

KTSM, El Paso—Mod. CP increase frequency, to change trans.

KSCJ, Sioux City, Ia.—Mod. CP directional N, increase power, asking changes in antenna.

APRIL 30

NEW, CBS, Washington—CP 43.2 mc 1 kw FM.

WLWO, Mason, O.—License increase to 50 kw.

WSPA, Spartanburg, S. C.—Vol. assignment license and CP to Spartanburg Adv. Co.

WFIG, Sumter, S. C.—Mod. license to 250 w N & D.

WTAL, Tallahassee, Fla.—Mod. license to 250 w N & D.

NEW, Middle Ga. Bcstg. Co., Macon—CP 1420 kc 250 w unl. Class IV.

NEW, High Point Bcstg. Co., High Point, N. C.—CP 1120 kc 250 w unl., amended to 1370 kc 100 w.

KGNF, N. Platte, Neb.—Mod. license to unl. 1 kw, amended to 1380 kc.

NEW, Missouri Bcstg. Corp., St. Louis—CP 43.4 mc 1 kw FM.

NEW, CBS, Chicago—CP 43.2 mc 1 kw FM.

W6XDA, Los Angeles—CP change to 43.2 mc 1 kw FM.

MAY 1

WSAR, Fall River, Mass.—Mod. license to Class III-A.

NEW, Larus & Bro. Co., Richmond, Va.—CP 43.2 mc 1 kw FM.

WSOC, Charlotte, N. C.—CP 43 mc 1 kw FM.

WBBM, Chicago—License new equip.

KSD, St. Louis—Mod. license to unl., asks KFUO facilities.

NEW, Albert Joseph Meyer, Powell, Wyoming—CP 1500 kc 250 w unl., amended to 1200 kc.

MAY 2

KFQD, Anchorage, Alaska—Transfer of control to Wm. J. Wagner.

NEW, A. J. Fletcher, Raleigh, N. C.—CP 43.4 mc 1 kw FM.

WOLF, Syracuse—License new station.

WHA, Madison, Wis.—Mod. license to 830 kc.

MAY 3

WLTH, New York—Mod. license to WLTH-New York Inc.

WMVA, Martinsville, Va.—Mod. CP new station re antenna, trans.

NEW, Louisville Times Co., Louisville—License 25.3 mc 500 w A-3, amended re corporate name.

NEW, Austin, Tex.—CP 1120 kc 1 kw spec III-B, only if KTBC license is revoked, amended to change name of applic. to J. M. West, J. Marion West, T. H. Monroe, P. M. Stevenson, and to ask KTBC facilities.

NEW, Park Cities Bcstg. Corp., Dallas—CP 940 kc 500 w unl. III-B.

MAY 6

WMAN, Mansfield, O.—Auth. transfer control to Monroe F. Rubin.

KFUO, Clayton, Mo.—Mod. license to 830 kc 1 kw N & D, LS Denver.

NEW, Hughes Production Division, Hughes Tool Co., Los Angeles, San Francisco—CPs television stations in each city, 10 and 1 kw each.

MAY 8

NEW, Pensacola Bcstg. Co., Pensacola, Fla.—CP high-freq. 43 mc 1 kw FM.

W9XH, South Bend, Ind.—Mod. license to 42.38 mc.

MAY 10

WNBX, Keene, N. H.—Mod. CP change antenna, increase power, amended to 1-5 kw directional Class III-B.

NEW, District Bcstg. Co., Washington—CP 43.4 mc 1 kw FM.

NEW, Delta Bcstg. Co., Escanaba, Mich.—CP 1500 kc (1490 when treaty is effective) 100 w unl. Class IV.

NEW, WTAR Radio Corp., Norfolk, Va.—CP 43.4 kc 1 kw FM.

NEW, Times-Dispatch Radio Corp., Richmond, Va.—CP 43.2 kc 1 kw FM.

NEW, Ashbacker Radio Corp., Muskegon, Mich.—CP 43.6 kc 1 kw FM.

NEW, Metropolis Co., Tallahassee, Fla.—CP 43 mc 1 kw FM;—Tampa, 43 mc 1 kw FM; Orlando, same; W. Palm Beach, same; Miami, same.

WGES, Chicago—CP new trans., antenna, increase power, change to unl., contingent 930 kc for WSBT, amended to 1 kw N & D Class III-A.

WATW, Ashland, Wis.—License new station.

WJJD, Chicago—CP change to 1040 kc 10-20 kw directional N, amended to omit change in frequency and power, change directional antenna to be used from sunset Salt Lake City.

NEW, Gazette Printing Co., Janesville, Wis.—CP 43 mc 1 kw FM.

NEW, Banks of Wabash, Terre Haute—CP 43.2 kc 1 kw FM.

KGA, Spokane—CP new trans., change antenna, increase to 10 kw, amended to directional N.

KPHO, Phoenix—Mod. CP new station re trans., studio, approval antenna, increase to 250 w N & D.

SUCCESSFUL broadcast of a fox-hunt, perhaps the first in radio history, is claimed by WSM, Nashville, with an audience response which, according to General Manager Harry Stone, was reminiscent of the cat-whisker days when almost anything was a novelty. Success of the broadcast was attributed to the locale—an island near Bowling Green, Ky.—so there was no way the fox or hounds could go anywhere but around the hill, howling and yipping. Standing over the hound-handlers in the moonlit night are Robert Rodes, president of the Tennessee Foxchasers Assn., "Papa" Jack Harris, dashing WSM news-sportscaster, and (at machine-gun mike) Aaron Shelton, WSM engineer.

WSPA Refused Order to Restrain FCC Ruling

EXTENSION of the Supreme Court doctrine in the Pottsville case to cover stay orders designed to restrain the FCC from making its rulings effective during the pendency of appeals was effected by the U. S. Court of Appeals for the District of Columbia April 29 in denying an application for a stay order of WSPA, Spartanburg, from a Commission decision granting Spartanburg Adv. Co. a construction permit for a new station.

In a lengthy opinion, the court, without deciding the merits of the appeal, denied the WSPA stay order and at the same time denied an FCC motion to dismiss the appeal, doing that on the basis of the more recent Supreme Court decision in the so-called Sanders case, which liberalized grounds upon which interested parties can appeal.

While the court's ruling denying the stay order was regarded as significant, the actual issues probably will not be adjudicated. Since filing of the petition, Virgil V. Evans, owner of WSPA, has entered into a sales agreement, subject to FCC approval, for transfer of the station to Spartanburg Adv. Co. for $30,300. The FCC, since the ruling on the stay order, filed with the court a petition asking that it hold in abeyance any further action on the appeal pending FCC disposition of the application for voluntary assignment of WSPA to the new company and on a modification of construction permit also pending [BROADCASTING, May 1].

Network Accounts

All time EDST unless otherwise indicated.

New Business

GILLETTE SAFETY RAZOR Co., Boston (Blue Blades, Gold Tech Razor), on May 10 started *Elmer Davis & the News* on 89 CBS stations, Fri. and Sun., 8:55-9 p.m. Agency: Maxon Inc., N. Y.

HEALTHAIDS Inc., Jersey City (Serutan), on April 29 started *Norman Brokenshire* on 6 Don Lee Network stations, Mon., Wed., Fri., 9:15-9:30 p. m. Agency: Austin & Spector, N. Y.

NEIGHBORS OF WOODCRAFT, Portland, Ore. (insurance), on April 30 started for 39 weeks, *Neighbors of Woodcraft*, musical-variety program, on 31 Pacific Coast Don Lee stations, Tues., Thurs., 8-8:30 a.m. (PST). Agency: Mac Wilkins & Cole, Portland.

RALSTON-PURINA Co., St. Louis (hot cereals), on Sept. 30 resumes *Tom Mix Ralston Straight Shooters* on 50 NBC-Blue stations, Mon. thru Fri., 5:45-6 p.m. (EST). Agency: Gardner Adv. Co., St. Louis.

GREAT ATLANTIC & PACIFIC TEA Co., New York (all products), on May 1 started *Musico* on 3 CBS stations, Wed., 10:15-10:45 p.m. Agency: Paris & Peart, N. Y.

PROCTER & GAMBLE Co., Cincinnati (Dreft), on May 27 starts *Lone Journey* on 14 NBC-Red stations, Mon. thru Fri., 11:15-11:30 a.m. Agency: Blackett-Sample-Hummert, Chicago.

Renewal Accounts

GENERAL MILLS, Minneapolis, on June 3 renews for 52 weeks five programs, all on 28 NBC-Red stations: Mon. thru Fri., *Light of the World* (Bisquick), 2-2:15 p.m.; *Arnold Grimm's Daughter* (Softasilk cake flour), 2:15-2:30 p.m.; *Valiant Lady* (Wheaties), 2:30-2:45 p.m.; Mon., Tues., Thurs., *Hymns of All Churches* (Cake flour), 2:45-3 p.m., and Wed., Fri., *Betty Crocker* (Cake flour), 2:45-3:00 p. m. Agency on Bisquick and Cake Flour: Blackett-Sample-Hummert, Chicago. Agency on Wheaties: Knox-Reeves, Minneapolis.

FIRESTONE TIRE & RUBBER Co., Akron, on June 3 renews *Voice of Firestone* for 52 weeks on 53 NBC-Red stations, Mon., 8:30-9 p.m. Agency: Sweeney and James Co., Cleveland.

GALLENKAMP STORES Co., San Francisco (shoe store chain) has renewed for 52 weeks *Professor Puzzlewit* on 5 NBC-Pacific Red stations, Sun., 4-4:30 p.m. (PST). Agency: Long Adv. Service, San Francisco.

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DAFFY TIME was April 28 for Alan Young, of the Vancouver program staff of Canadian Broadcasting Corp., here snapped in a puzzled pose as he tried to figure out the program changes for Canada's five time zones occasioned when Eastern Canada went on Daylight Saving Time.

Network Changes

GREYHOUND LINES, Cleveland (bus transportation), on May 3 shifted *This Amazing America* on 59 NBC-Blue stations, Fri., from 8-8:30 p.m. to 9:30-10 p.m. Agency: Beaumont & Hohman, Cleveland.

GRIFFIN MFG. Co., Brooklyn (shoe polish), on April 29 shifted *Who Knows?* on 4 MBS stations from Sat., 8:30-8:45 p.m. to Mon., 10:15-10:30 p.m. Agency: Bermingham, Castleman & Pierce, N. Y.

CHESEBROUGH MFG. Co., New York (vaseline products), on May 29 shifts *Dr. Christian* on 61 CBS stations, Wed., 8:30-8:55 p.m. (EDST), with West Coast repeat, 7:30-7:55 p.m. (PST), from Hollywood to New York for three weeks or more. Agency: McCann-Erickson, N. Y.

BROWN & WILLIAMSON TOBACCO Corp., Louisville (Bugler tobacco), on May 8 added 10 NBC-Red to *Plantation Party*, Fri. 8-8:30 p. m. WFEA WBRE WORK WGAL WKBO WALA WCOA KGNC KRGV KTSM. Agency: Russell M. Seeds Co., Chicago.

AMERICAN TOBACCO Co., New York (Lucky Strike), on May 15 shifts *Kay Kyser's College of Musical Knowledge* on 106 NBC-Red stations, Wed., 10-11 p.m. (EDST), from New York to Catalina Island, Avalon, Cal., for six weeks or more. Agency: Lord & Thomas, New York.

BROWN & WILLIAMSON TOBACCO Co., Louisville (Avalon cigarettes), on May 3 replaced *Home Town Uninc orporated* with *Show Boat* on 44 NBC-Blue stations, Fri., 9-9:30 p.m. Agency: Russell M. Seeds Co., Chicago.

PROCTER & GAMBLE Co., Cincinnatti (Ivory soap), on April 29 added 11 NBC-Red stations to *The O'Neills* making a total of 19 NBC-Red stations, Mon. thru Fri., 5:45-6 p.m. Agency: Compton Adv., N. Y.

PROCTER & GAMBLE Co., Cincinnati (Ivory soap), on April 29 added 18 NBC-Red stations to *Against the Storm* making a total of 71 NBC-Red stations, 11:30-11:45 a.m. Agency: Compton Adv., N. Y.

S. C. JOHNSON & SON, Racine, Wis. (wax), on July 9 replaces *Fibber McGee & Molly* for the summer with *America Sings*, featuring Kay St. Germaine, Ray Hendricks and Meredith Wilson's Orchestra on 78 NBC-Red stations, Tuesdays, 9:30-10 p.m. Agency: Needham, Louis & Brorby, Chicago.

ACA Members Conduct Ballot on RCA Strike

ACA members employed by RCA Communications throughout the United States and Hawaii are conducting a strike vote in order to arm the ACA Negotiating Committee with strong bargaining power when it meets with RCAC later this month to negotiate a new agreement on June 12. Balloting on the strike vote started May 6 and will be terminated as soon as possible so that negotiations may start.

The proposition on which the vote is being conducted contains the following basic demands: A closed shop, substantial wage increases, full protection against loss of jobs due to mechanization, messengers to have same right as other employes, vacations of 2, 3 and 4 weeks after 1, 5 and 10 years of service respectively, and adequate transportation allowances for workers employed at outlying stations.

LIGGETT & MYERS Co., New York (Chesterfields), on June 17 renews for 52 weeks *Fred Waring* on 91 NBC-Red stations, Mon. thru Fri., 7-7:15 p.m. (rebroadcast, 11-11:15 p.m.).

LAMBERT PHARMACAL Co., St. Louis (Listerine), on May 31 shifts *Grand Central Station* on 56 CBS stations, Fri., from 10-10:30 p.m. to 9:30-10 p.m. Agency: Lambert & Feasley, N. Y.

LANGENDORF UNITED BAKERIES, San Francisco, on April 29 replaced *Langendorf Pictorial* with *True Life Dramas* on 3 NBC-Pacific Red stations (KFI KPO KOMO), Mon., thru Fri., 2-2:15 p.m. (PST).

WESG Quits Elmira

WESG, licensed to Cornell U and operated by Elmira Star-Gazette Inc., will eliminate its Elmira, N. Y., studios as of June 3 and continue operation through its Ithaca studios, located on the Cornell U campus. WENY, owned and operated by the *Star-Gazette*, with withdrawal of WESG will become the sole local outlet for Elmira. WESG, operating daytime with 1,000 watts on 850 kc., will continue as a CBS outlet, and WENY, with 250 watts fulltime on 1200 kc., remains an MBS outlet. The *Star-Gazette* recently agreed to end its arrangement with Cornell U for the WESG Elmira studios, though the contract runs until April, 1943.

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SPA Seeks Curb On Song Plugging

Adopts Plan to Limit Number Of Promotions on Networks

SONGWRITERS Protective Assn., at a special membership meeting in New York May 7, unanimously adopted a resolution designed to abolish excessive song plugging on the air, and authorized its executive council to confer with the council of the Music Publishers Protective Assn. and with the program directors of advertising agencies toward limiting the number of network plugs any song may receive, with 20-a-week suggested as the maximum by Irving Caesar, SPA president.

Decrying the "inordinate, unnatural plugging of songs" as forcing people to listen to songs they don't want to hear, Mr. Caesar laid the blame for excessive song plugging partly on the ASCAP system of giving bonuses for radio plugs and partly on the advertising agency executive who refuses to consider a song for a commercial program until it has had 10 or 12 plugs on the air. To get these performances, Mr. Caesar stated, the song plugger goes to the sustaining band leaders and buys, directly or indirectly, a spot for his number on their programs.

Movie Promotion

With these sustaining plugs obtained, he went on, the publisher goes after the agencies and gets his number on the big commercial programs, "winding up with 40 or 50 plugs a week and no sales, while the public has been bored stiff with something it didn't want to hear to begin with." In the old days before radio, Mr. Caesar explained, a song would be introduced by a popular singer and the audience reaction noted and also the public's purchase of sheet music. Only if both were favorable would the publisher begin heavy exploitation of the number.

But today, he continued, the moving picture controlled publishing houses use their radio plugs to gain publicity for their musical pictures without being interested greatly in the sale of the songs themselves, and the independent publisher tries to compete, while the public has nothing to say about what it hears.

New WLOL to MBS

WHEN the new WLOL, Minneapolis, goes on the air, it will replace WDGY as the Mutual Network's outlet in that city, according to an MBS statement. Authorized for construction last January, with 1,000 watts on 1300 kc., the station is expected to be ready for operation shortly. Its chief owner is J. P. Devaney, former chief justice of the Minnesota State Supreme Court.

THE Senate on May 9 unanimously confirmed the reappointment of William A. Ayres as a member of the Federal Trade Commission for a term of seven years, beginning **Sept. 26**, 1940. Mr. Ayres was first appointed by President Roosevelt June 30, 1934, to succeed James M. Landis, who resigned to become a member of the Securities & Exchange Commission.

CBM, Montreal, goes on the air June 15 with a new 5 kw. RCA transmitter installed in a new building at Maryville, Que., 25 miles southeast of Montreal.

NEWS AND MORE NEWS is demanded these days by an avid public, and radio stations are giving it to them. Newsroom (top photo) of WKBN, Youngstown, was set up in a special booth at the Youngstown Home Show to display to visitors how a modern radio press department functions, with all Transradio newscasts originating from the booth. At mike is J. Lothaire Bowden, WKBN station director, with News Editor Jerry Bowman at the typewriter. Lower photo shows the WBZ, Boston, news staff in action in its new quarters in the Hotel Bradford. Left to right are Charles Gilchrest, news supervisor; Jimmie Collins, handling UP and INS teletypes, and John M. Cooper, editor and newscaster.

Misconduct, Tyranny Charged to Payne By Ulmer in Reply to Hearing Report

ALLEGATIONS of "misconduct" and of an "intolerant, arbitrary, capricious, tyrannical, personal attitude" were leveled against FCC Commissioner George H. Payne by counsel for Dr. James G. Ulmer, Texas broadcaster and former minister, in a series of exceptions filed with the FCC May 9 to the commissioner's preliminary report recommending revocation of the licenses of four Texas stations in which Dr. Ulmer was interested [BROADCASTING, May 1]. The commissioner presided at hearings in Texas during March and April involving Ulmer's purported "hidden ownership" in KTBC, Austin; KNET, Palestine; KRBA, Lufkin, and KGKB, Tyler, all of which he recommended for deletion. Hearings also have been held on KAND, Corsicana; KGFI, Brownsville, and KSAM, Huntsville, on which reports have not yet been issued.

Charges Irregularities

Filing separate exceptions to the Payne preliminary report, counsel for Ulmer minced no words in attacking the commissioner's findings and in seeking reversal of the recommendations by the full Commission. Oral arguments were requested in each instance. James H. Hanley, former radio commisioner, appeared as counsel in all the cases, but other attorneys were listed as counsel along with him in each proceeding. Among the additional counsel, seeking to resist the revocation orders, were R. A. Stuart, of Fort Worth, former State Senator; A. W. Walker Jr., Austin, professor of law at the University of Texas; R. B. Anderson, former president of the Texas Tax Commission; Norman L. Meyers, Washington attorney; Leslie Neill, of Tyler, Tex., and F. I. Tucker of Nacogdoches, Tex.

All of the charges of purported "fraud" and "hidden ownership" were categorically denied. Stock transfers and other kindred arrangements were held to be outside the scope of FCC authority in the light of the recent Supreme Court opinion in the Sanders case, holding that the Commission is given no supervisory control of programs, business management or policy of stations. Throughout the exceptions, the allegation was made that Roy G. Terry, former associate of Ulmer, was the pastor-broadcaster's enemy and had acted as the commissioner's "star witness, stooge and stool pigeon".

In the Palestine case, as in others, Ulmer counsel excepted to "the misconduct of the commissioner" because of the "irregular manner in which his findings were made and published abroad throughout the land in the daily press and by radio." It was held that his preliminary report should have been "confidential, open only to the eyes and ears of his fellow commissioners". The procedure was labeled as "most irregular and is in gross violation of the rules and procedure of the Commission".

"The premature publicity of the Commissioner's findings, whether sustained by the full Commission or not," it was added, "has destroyed property rights and the good name and splendid reputation of Dr. Ulmer."

George B. Porter, FCC assistant general counsel, along with Commissioner Payne, was criticized for the conduct of the hearings. It was charged that the commissioner in all his findings acted "most arbitrarily, most capriciously and, not being a lawyer, wholly disregarded all rules of evidence." In one of the pleadings, it was charged that the only public injury that has been done was not by the respondents "but is by the commissioner himself," whose attitude in these cases was "Let the public be damned."

In the Lufkin case, Attorneys Hanley and Tucker criticized Counsel Porter's manner, alleging that he attempted to ridicule Dr. Ulmer by asking a witness whether Dr. Ulmer was a "chiropractor" or "a horse doctor". In the latter instance, it was stated that the question is not reported in the record and that "it is probable that the records were deleted in this respect because of the venom shown thereby."

Described as Prejudged

Taking exception to the conclusions reached by the commissioner in which he stated that Dr. Ulmer "hovered over the application and applicants like a guardian angel until the application was granted and the applicants had received a construction permit from the Commission," the attorneys for KRBA charged:

"This remark is sacrilegious and reprehensible and shows the venom existing in the perpetrators thereof. It shows that a fair hearing was not given and shows that due process of law was not adhered to by the commissioner or by counsel and that his every act or finding was actuated by prejudice, passion, excitement and tyrannical power. The combined attitude of Hitler and Stalin in their most balmy days of power and confiscation of private rights and property do not exceed the attitude and power reflected by the commissioner in his findings in this case."

Alleges Case Prejudged

Charging that every finding of Commissioner Payne was arbitrary and capricious, "showing that he had prejudged the case from malicious slander coming to his ears prior to the time of its hearing," the KRBA pleading added that his findings "show that the commissioner himself was fatally bent upon mischief in procuring said testimony so as to sustain the revocation order of Feb. 7, 1940." The only extenuating circumstance in his favor, it was added, "is that he is not a lawyer and is wholly ignorant of rules of evidence and court procedure."

In his testimony during the proceedings in Texas, Dr. Ulmer said he had helped to obtain licenses for the stations involved in the hearings and had assisted in building them. He testified that his purchase of stock in various stations had been reported to the FCC but that he had been advised by counsel in several instances that it was not necessary to report operating contracts. Dr. Ulmer is former pastor of the First Christian Church at Tyler, from which he retired because of illness, according to his testimony. He is president of the board of regents of Texas State Teachers College.

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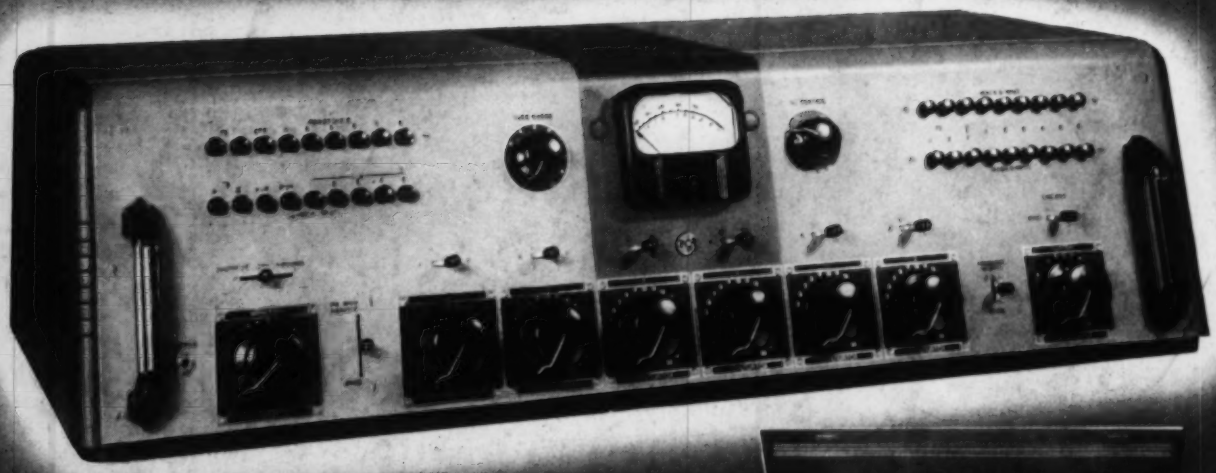

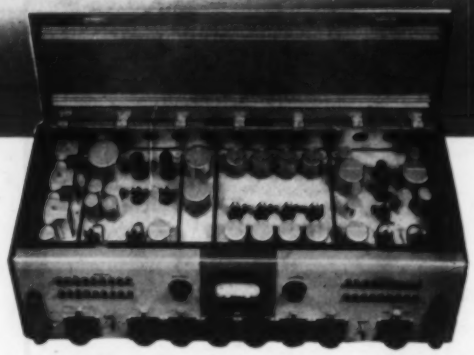

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